

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, OCTOBER 12, 1922

A Long Pull A Strong Pull And a Pull All Together

No expression could better typify the cooperative spirit so characteristic of the entire organization of the Central Life of Illinois. Every member of the company is an important factor in this great spirit of co-operation that works toward the betterment of every agent.

The fact that every agent of the Central Life is an important factor and is recognized as a most necessary part of the organization spurs every home office individual to exert his best efforts in giving sound and helpful cooperation to every field representative.

Operates in Illinois, Iowa, South Dakota, Michigan, Nebraska, Minnesota, Kansas, Missouri and Texas.



OTTAWA, ILLINOIS

Clear the Track!



"Cooperation Headquarters"

Home Office Building of the Peoria Life. Owned by the Company, without lien or encumbrance of any kind. Built from its current receipts, without disturbing the farm mortgage investments which have earned the Peoria Life its reputation for:

"Policies Strong as Farm Mortgages Can Make Them!"

*Good
Contracts
to Clean,
Live
Agents*

Applications have the right of way over all other traffic, in the Home Office of the Peoria Life Insurance Company.

Delay in delivering policies is dangerous. It annoys the applicant, affects the agent's chances of placing the policy, and reacts on the Company's reputation for promptness and reliability.

The track is clear for the applications of Peoria Life agents. System and simplicity make it possible—elimination of every avoidable delay and the use of every time-saving device, machine, and method. Any change or improvement which will expedite the issue of our business, saving a few minutes here and a few there, is put into immediate use.

"P. D. Q." has been given a new meaning by our efforts in this direction. To Peoria Life agents it means "Policies Delivered Quickly."

Peoria Life Insurance Company

Peoria, Illinois

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Sixth Year No. 41

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, October 12, 1922

\$3.00 Per Year, 15 Cents a Copy

SELLING CONDITIONS MATERIALLY IMPROVED

Men on Firing Line Finding Less Resistance on Part of Life Prospects

BUSINESS REVIVAL NOTED

Marked Increase in Writings From All Parts of Country Observed During Recent Weeks

Life insurance producers in all sections of the country are reporting that "things are opening up again." The general opinion of men in the field is that within the last month or so it has become easier to sell business. There is less resistance on the part of prospects. This change in conditions has heartened life insurance producers considerably. They now feel a good volume of business will be written during the fall and winter. The feeling of uncertainty and doubt that prevailed practically all summer is passing away. The men on the firing line are becoming more certain of themselves.

Conditions Were Unfavorable

It is not at all unreasonable for life insurance salesmen to expect better selling conditions than have prevailed during the summer. The railroad strike slowed up business to a marked degree. The coal strike curtailed numerous important industries. Throughout the summer business generally was not in a healthy condition. Factories have been running along on a reduced basis, and buyers have been disinclined to stock up.

Producer Senses Change

"I feel that the air is beginning to clear," said a prominent producer last week. "Every day I see evidences of better conditions. Men are not so skeptical and pessimistic. Nearly every line of business has felt a stimulus during the last few weeks. It is when a man's business is off and he sees no prospect for an improvement that he is out of the market for practically everything. You cannot sell life insurance to a man whose business is in a depressed condition. But when things get on the upgrade again it is different. That is what is happening now."

Majority Agree

That is how a majority of rate book carriers feel about it. They are not getting so many turn-downs. Selling life insurance is not such discouraging work today as it was even a few weeks ago. While business has not actually improved to a very large extent it is true that prospects in every branch of business are brighter. Fall orders are coming in and things are beginning to move again.

Easier for New Men

A general agent in one of the middle western cities who is at this time devoted

WANTS NEW TAX BASIS

MILLER IS PREPARING A BILL

Superintendent of Insurance of the District of Columbia Says Present Plan Is Illogical

WASHINGTON, D. C., Oct. 10.—Superintendent Burt A. Miller of the insurance department here is preparing a bill to be introduced in Congress which will make the basis of insurance taxation net profits the same plan followed in the taxation of marine insurance. To get at underwriting profits, losses incurred and expenses incurred including all taxes are to be deducted from premiums earned. In addition to the tax on underwriting profits, Superintendent Miller advocates a tax at the rate of 5 per cent on the average earnings on reserves for unpaid losses and unexpired premiums. Furthermore, there shall be a tax of 2 per cent on the investment income from funds representing capital stock and surplus. Mr. Miller takes the position that the present tax system is illogical and unjust and says the time has arrived when insurance taxation should be based on logical and scientific system. He will advocate the adoption of this new taxation bill before Congress so that it will apply to all companies writing business in the District of Columbia.

ing his energy to the building up of a new agency said, "Things are certainly better now than they were just a short time ago. The new men that are hired and sent out on the street now come back with some business. What I mean is that even a green man can make a better showing and can catch on to it more quickly than he could during the summer. I have put on three new men during the last three weeks, and every one of them has written some new business. In the middle of the summer it was just about impossible for a new man to get a toe hold. If new men can go out and scare up some business right away why can't we expect our old timers to turn in a lot more applications than they have been?"

Change Felt at Home Offices

A company executive expressed it this way, "We have noticed the difference at the home office. All summer our men have been writing us letters and telling us how bad the conditions were and how difficult it was to write business. We have been getting excuses and alibis from nearly all of our general agents. We are not getting letters of this kind any more. The general agents who were giving us excuses in July and August are sending us a very substantial volume of business now. We are getting a nice class of business and I think that the prospects are bright for a steady run of applications all during the fall and winter. The complaining note is absent in our correspondence from general agents. It is easy to see that they are more optimistic and hopeful. Business has started up again, and I think it is going to keep coming."

PLAN TRAINING SCHOOL

NEW ENGLAND MUTUAL ACTS

Work to Be on Post-Graduate Order for General Agents and Other Agents who Qualify

Officials of the New England Mutual Life have practically decided to institute a special school of instruction early next year for general agents and other agents who qualify for the course. While the company is unwilling to make any statement of its plans at this time, owing to the fact that these have not yet taken definite shape, it seems to be certain that this course of instruction will be somewhat on the post-graduate order and will be in charge of Actuary Herbert Dow, assisted by other company officers. Mr. Dow is particularly well qualified for this work, owing to his long experience as a teacher, and the fact that he was chosen by the trustees of Harvard University for some special work in life insurance training corroborates this belief.

Plan Not Yet Complete

Dr. Willis Hatfield Hazard, head of the company's department of publications, says:

"It is impossible to give at this time any close description of our plans, as they have not yet been whipped into final shape. It may be said, however, that this course will in no sense attempt to compete with the Carnegie Tech course and will be essentially a New England Mutual intensive course of training. It must not be forgotten that civil service rules now prevail in our home office and that men from the field are to be selected in future for home office duties connected with agency work. The selection of Charles H. Flood, former manager of the company's home office agency in Boston, as assistant secretary of the company is an illustration of what I mean. It is believed that this policy will instill into an already intensely loyal agency force an increased desire to grow with the company's progress and advancement. Our school, in part at least, is expected to make its contribution to that spirit's growth."

Oklahoma Official After Twisters

"Unethical, and in violation of the insurance code governing 'bad practices and twisting,'" is a practice that has grown among certain life insurance solicitors in Oklahoma, as complained of to E. W. Hardin, insurance commissioner of that state, according to a statement from the commissioner. It is to the effect that some agents approach persons who have already given another agent an application for a policy, and solicit such persons to refuse to accept the policy already applied for, and to apply through them for such protection as they desire. "This practice must cease in Oklahoma," is the ruling Mr. Hardin made in the matter, and is so notifying all insurance agents in the state. The same notice is being sent to life insurance companies with the admonition to "take notice and govern themselves accordingly."

LIFE INSURANCE HAS WEATHERED THE STORM

Business Has Passed Through the Most Trying Period in Its History

HAS WITHSTOOD TRIALS

Companies Have Had to Meet and Solve Numerous Major Problems in Recent Years

Most life insurance rate book men probably have no conception of the great ordeal that life insurance has passed through during the past five years, or say, since the beginning of the war. Life insurance was never before subjected to such a severe test as it was forced to pass through during recent years, not even excepting the Armstrong investigation. The average life insurance salesman does not appreciate or realize this. There have been very few outward evidences of the trials and tribulations which beset life companies. In recent years there have been only a small number of life insurance mergers. Apparently, life insurance has sailed along smoothly, has progressed steadily, and has passed through some remarkably prosperous years. That is the opinion of the buyer of life insurance, and it is shared, to a very large extent, by the men who sell the policies.

What Has Really Happened

But exactly the opposite is true. Life insurance companies have had to solve the most formidable kind of problems. In the first place, the war brought an entirely new hazard that had to be guarded against at once. For a time there was prosperity, but even the large volume of business being written called for some emergency measures. Companies put so much business on the books that they were not able to properly absorb it. They were forced to adopt unusual financing methods. So much business was written that the reserves that had to be put up caused a heavy drain on the companies and in many cases made it necessary for them to shut down on the writing of new business. This was an unequalled situation in the history of life insurance. The companies had to hold down on new production without dissipating their agency forces, or permanently impeding their progress.

Many Major Problems

After a time when a period of financial depression settled down upon the country, the companies were confronted with an entirely new set of conditions. The demand for policy loans became heavier than ever before in the history of the business. Hundreds of thousands of dollars' worth of business was lapsed. Certain sections of the country were hit so hard by the financial stringency that it was practically an impossibility for agents to get new business. Companies

had to stand in back of their men, and had to share a portion of the increased expense of operating their general agencies. Most of the companies were not prepared to meet the strong and for a time never ending demand for policy loans. Only a few of the companies were so organized as to be able to systematically and effectually check the heavy run of lapses. Conservation departments were hurriedly organized, and every effort was made to stem the tide of lapses.

Company Had to Help

Agents and policyholders had to be carried along financially for a time. Policyholders could not pay their premiums, but wanted to continue their insurance. Agents could write very little new business, but did not want to get into another line of work. General agents saw their selling forces dwindling and their expenses mounting. In every case the company was called on for assistance. It was the company that had to bear the burden. In effect, the whole system of life insurance was being put to the test. One unfavorable condition after another presented itself. The companies no sooner got over one hurdle, so to speak, but they were faced with another and even higher one. In addition to all of the financial troubles the companies had to meet the most disastrous epidemic known to this country. Yet the influenza put no companies out of business. It strained them, and depleted their surpluses, but it did not force them to quit.

Has Stood the Test

This briefly is an outline of what life insurance has passed through. It has successfully met every test. It has been able to keep afloat in the roughest kind of weather. It has come through a wholly unprecedented period. In every way, the stability, soundness and permanency of life insurance has been demonstrated. Agents who are asked by prospects, "Well, is life insurance safe enough? Is it a good thing from an investment standpoint? Has a life insurance company a pretty good chance of staying in business?" can point to the record made by life insurance companies as a class during the past seven or eight years. What life companies have been able to accomplish in the face of the most discouraging obstacles is proof positive that the system is right, that it is able to survive, and that it is fully able to safeguard and conserve the interests of policyholders.

OHIO PLANS STATE CONGRESS

Cooperative Plan This Year So Successful That It Will Be Used Again by Three Associations

George A. Bredehoft, secretary of the Ohio Association of Life Underwriters, has announced that another sales congress will be conducted next spring along lines similar to the one so successfully held last March. The "Big Three" will again cooperate, Cincinnati leading off March 8, 1923, followed by Columbus March 9 and Cleveland March 10.

The same team will make all three congresses, the programs being practically the same. It was found last year that there were many advantages from cooperating in publicity, using the same speakers and pooling expenses. The state was divided into northern, central and southern divisions, and the combined attendance ran over 1,600.

C. V. Anderson will represent the Cincinnati association on the state congress committee this year, and Clinton F. Criswell the Cleveland association. Mr. Bredehoft is secretary of the Columbus association, as well as secretary of the state organization.

It is understood that acceptance has already been secured from two speakers of national reputation.

FRICK HEIRS TEST TAX

CLAIM INSURANCE IS EXEMPT

Suit Filed in United States Court at Pittsburgh Says It Was Not Part of Estate—Excess Paid \$108,657

PITTSBURGH, PA., Oct. 10.—Insurance men generally are watching with interest the outcome of the bill of claim filed with the United States district court in which it is claimed by the executors of the will of the late Henry C. Frick, that C. G. Lewellyn, former collector of internal revenue, erroneously and unlawfully collected \$108,657.28 on life insurance proceeds of Mr. Frick. The executors, Mrs. Adelaide C. Frick, Helen C. Frick, Childs Frick, widow and children of the steel magnate, and H. C. McEldowney and William W. Smith, have entered suit to recover that amount.

Mr. Frick died Dec. 2, 1919, while a resident of this city. Dec. 2, 1920, the executors made a return for federal estate tax. Listed as assets of the estate was the excess over \$40,000 of the total amount received by beneficiaries other than the executors of 11 life insurance policies.

Claim Insurance Not Taxable

The total amount received by the beneficiaries was \$474,629.52, making the total amount of insurance payable to beneficiaries other than the executors in the excess of \$40,000, or \$434,629.52. On this amount the former collector, erroneously, it is alleged, levied against the estate a tax of \$108,657.38.

The statement avers that the life insurance policies were taken out by Mr. Frick in his own life and made payable to the respective individual beneficiaries and were not part of the estate or property which Mr. Frick left at the time of his death and were not liable to the payments of his debts or distributable as part of his estate. The beneficiaries have received the proceeds of the policies by reason of their ownership thereof, and not by virtue of any succession, inheritance or transfer laws of the state of Pennsylvania.

Pacific Mutual's Contest

In a special effort during the last three months of the year, the Pacific Mutual Life has inaugurated an individual prize contest, open to every agent of the company in the life and non-cancellable departments. The contest is based on the production of paid-for units, \$1,000 of life business or \$25 of non-cancellable income premium representing a unit. Individual prizes are offered for a minimum production of ten units in October, with additional prizes to the 40 leaders producing a minimum of 20 units each. The offer is open to general agents for personal production, provided their agencies produced less than 1,000 paid-for units in 1921.

Turns Down Negro Company

Commissioner Briscoe of Alabama has denied the application of the Lincoln Douglas Life of Birmingham, for permission to sell 200,000 shares of stock and to carry on a life insurance business among negroes in Alabama. The company was organized under the laws of Delaware. Commissioner Briscoe held that the plan proposed for the sale of stock was antiquated and not in accord with modern business principles. It was proposed that the stock in the life insurance company would be sold exclusively to negroes.

Lamar Life to Build

The Lamar Life of Jackson, Miss., has purchased a lot in the business section of that city on which it plans to construct a handsome home office building.

GIVE BUSINESS GROWTH

FIGURES SHOW DISTRIBUTION

American Central's Compilation on 300 Companies Tells Location, Policy Limits and Such

The American Central Life publishes a list of 300 life insurance companies in the United States and this is probably not all. There are quite a number of health and accident companies in the south which are writing some life insurance, some of the fraternal orders have life insurance on the full reserve basis, and there are also a few of the natural premium or assessment companies which are maintaining full reserve departments. If a complete list could be given of all companies writing life insurance on a standard reserve basis, it might run up as high as 325 or 350.

The statement recently made that one-half of all the life insurance in the country is in companies west of the Ohio River is rather vague, but it shows the tremendous influence the newer companies have had in the building of the life insurance business in the last two decades.

Looking over this list and noting the wide distribution of companies one cannot but be impressed with the remarkable development work that has been done.

Distribution by States

It is rather surprising to find that Illinois, and not Iowa or Indiana leads in the number of companies. Illinois has 25 companies, the next state is Iowa with 22 and Nebraska comes third with 17. Texas comes fourth with 15 companies and for fifth place there are four contestants, Indiana, Kansas, New York and Pennsylvania with 14 companies in each.

Alabama has 4 companies, California 6, Colorado 4, Connecticut 6, Louisiana 5, Maryland 8, Massachusetts 8, Michigan 6, Minnesota 9, Missouri 11, North Carolina 8, Ohio 12, South Carolina 5, Tennessee 9, Virginia 6 and Wisconsin 6. All the other states have fewer than 4 companies. This classification is, of course, according to the American Central's list; someone else might eliminate certain companies and add others, which would change the figures.

One of the remarkable things about the development of these companies is that for the most part the policy contracts have been clean cut and practically standard, without resort to frills or schemes and on the whole very fair to the policyholders. Publication of such books as the Unique Manual-Digest, in which is analyzed the contracts of every company the very first year the company starts in business, has no doubt had considerable to do with this clarity and fairness which has characterized policies of the new companies; quite different from the policy contracts of many of the life insurance promotions of previous years, many of which, it might be said, went to the wall.

The sign of the times is that there are likely to be more companies rather than less in the life insurance field in the future, as the country grows and increases its wealth.

Company Limits Shown

The American Central's compilation shows the net amount which each company will carry on a single life, that is without reinsurance. There are 248 companies whose net retention is given and of these only eleven carry net \$3,000 or \$2,500. One or two more retain odd amounts less than \$5,000. There are 77 companies whose net line limit is \$5,000 and 62 companies whose net line is limited to \$10,000. Thus of the approximately 250 companies, 150 retain \$10,000 or less.

The New York Life has the largest net line, \$300,000; the Mutual Life and

CONVERSION CAMPAIGN

CONNECTICUT GENERAL DRIVE

Reports Great Success in Changing Term Insurance to Permanent Forms—Importance Explained

The Connecticut General had an intensive campaign for the conversion of term insurance during September, which met with much enthusiasm on the part of the company's field force. J. C. Gorton of Hartford, who has been particularly successful in the matter of exchanging temporary for permanent protection, his agency having converted over \$100,000 insurance last month, including one \$50,000 policy, discussed the situation as follows:

"A campaign of this sort is needed once in a while to focus our attention on a vitally important problem. Of each \$1,000,000 of term business written during a certain period, only \$401,117 was converted by the end of the seventh year when the conversion privilege expires. This is a surprisingly small proportion when we consider that most term policies are taken out with the idea of eventually converting them to permanent insurance. Often they are not converted simply because no definite easy method of conversion has been explained to the policyholder.

Value of Term Insurance

"Term policies may be legitimately bought as an option to obtain life or endowment insurance later without idea of buying a larger amount than can be paid for at present under one of the permanent plans. Or it may be bought as emergency protection to cover some urgent but temporary need. In the first case the insurance ought always to be converted, in the second it frequently is. Under term insurance a man is paying rent on a year to year basis, but if he changes to life or endowment, he is buying a definite estate with a constantly increasing cash equity. If for any reason he fails to pay his term premium, the insurance immediately ceases, but under the other forms it is continued by automatic premium loan or extended insurance.

"A man converting a term policy has an advantage over one applying for new insurance because he doesn't have to pass a medical examination, and he can get permanent protection for a lower premium than he could otherwise have to pay, if he has the policy converted as of original date.

Earlier the Better

"The earlier term policies are converted, the better. The cost of change is smaller in the case of original date conversions, and the premium for the new policy is lower. A great many men buy their term insurance in several policies and convert one each year, until the seventh year it is all converted. The increase in the amount they put into insurance is gradual by this method and with the normal growth in their incomes, they hardly notice it."

Prudential carry \$250,000; the Equitable, \$200,000; the Metropolitan, Mutual Benefit, and Northwestern, \$150,000 each, while there is quite a list of companies which carry \$100,000 net, as follows: Aetna, Travelers, Equitable of Iowa, New England Mutual, the Union Central and Penn Mutual. The Connecticut General and Connecticut Mutual carry \$80,000 each and the Phoenix Mutual \$75,000; the Pacific Mutual, \$50,000; Bankers of Iowa, \$50,000; John Hancock and Massachusetts Mutual, \$75,000 each; Missouri State, \$50,000; Guardian of New York \$50,000; Home Life, \$50,000; Fidelity, \$50,000; Provident Life & Trust, \$75,000; National of Vermont, \$50,000.

VIEWS LIFE INSURANCE CONDITIONS IN EUROPE

Tells of Total Absence of Protection in Many Countries

OPPORTUNITY FOR FUTURE

S. J. Rosenblatt, Chicago General Agent, Believes American System of Salesmanship Is Needed

The need for the introduction of a sound agency system for life insurance in all of Europe is told by S. J. Rosenblatt, Chicago general agent for the State Life of Indianapolis, who has just returned from a European tour. Mr. Rosenblatt made the European trip in order to personally study the American relief conditions in various sections. As he passed through each country, however, he made it a point to study in-



S. J. ROSENBLATT

tries. Even the good old American policies, written by the American companies which recently withdrew from all Europe, are worthless in many countries as the legal reserves set aside in those countries were confiscated with the uprooting of constituted governments, and the policies are nothing but scraps of paper.

There is one phase where the European business is a pace ahead of this country, especially in Germany and neighboring sections, this being the matter of child endowments. This form of coverage, considered an innovation in this country a short while back, is in a high degree of development in Germany. Mr. Rosenblatt says that in that country the child is invariably covered with an educational endowment or similar form within a few hours of birth.

The system appears to be that the midwife acts as intermediary between prospect and solicitor and the solicitor is informed by that individual immediately upon the birth, so that the prospect is approached while still in the state of mind which follows the announcement. Through all this, of course, the agent is not recognized as in this country.

Mr. Rosenblatt suggested that it might possibly be a true mission for the institution of life insurance to await the period of reorganization and then send over some star salesmen, trained life underwriters, as representatives of the National Association of Life Underwriters to spread the gospel of American life insurance salesmanship. With a constant picture before him of the terrible conditions throughout Europe, Mr. Rosenblatt believes that America must aid in some way in the restoration of economic peace and such a plan might be of some little assistance. Mr. Rosenblatt said that the tour of England, France, Switzerland, Austria, Hungary, Czecho-Slovakia, Italy and the Riviera, Germany, Poland, Lithuania and Latvia brought the American tourist to the realization of the difference, with a new appreciation of the home country.

WILL STUDY TAXATION

STRONG COMMITTEE IS NAMED

United States Chamber of Commerce to Investigate Subject from the Policyholders Standpoint

WASHINGTON, D. C., Oct. 11.—Manager James L. Madden of the insurance department of the United States Chamber of Commerce intends to have a very comprehensive survey made of the insurance taxation subject from the standpoint of the policyholder. It is part of Mr. Madden's program to bring to the attention of the members of the Chamber of Commerce the magnitude of taxes paid by insurance companies and the effect on the premium payers. Mr. Madden states that no effort heretofore has been made to go into the subject and study it from the viewpoint of the man who is paying the premium. He declares that he does not believe that the premium payers appreciate how much they are contributing to taxes through the medium of premiums paid. The committee has been appointed to go into the subject thoroughly and exhaustively.

The committee consists of President Haley Fiske, of the Metropolitan Life; F. Highlands Burns, president of the Maryland Casualty; Vice-President C. A. Ludlum of the Home Fire of New York; Prof. S. S. Huebner, of the University of Pennsylvania, and C. A. Brown of the Texas Oil Company. H. A. Smith, president of the National Fire of Hartford, is a member of the committee ex-officio. The committee will get together sometime next month and outline the work and the plan for the investigation.

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WORK ON CONVENTION

NATIONAL BODY GIVES DATE

Meeting Today of Eliason, Shuff and Day to Complete Plans for Chicago Gathering

Definite plans for the next annual convention of the National Association of Life Underwriters to be held in Chicago will be drawn up at a meeting at the Drake hotel in Chicago today of President A. O. Eliason of the National Association, J. L. Shuff, last year's president of the association and now chairman of the convention committee, and Darby A. Day, president of the Chicago Association of Life Underwriters.

Date Is Sept. 5-7

Announcement was made last week that the date had been definitely set for the next convention, Sept. 5-7 to be reserved for that event. This will be the first Wednesday, Thursday and Friday in the month. It has also been decided that Medinah Temple will be used as headquarters for the convention and the Drake Hotel will be used by convention delegates as far as possible, the overflow being taken care of in downtown hotels. The Chicago association will arrange for busses to operate between the downtown hotels and the Medinah Temple for the use of convention delegates.

Plan Record Convention

Elaborate plans are being made by the Chicago association for the September convention and the event will be put on in unprecedented style. A record attendance is expected and even the great hotel facilities of Chicago are expected to be taxed to the limit. As Chicago is the hub city of the country and the advantage of holding company conventions at the same time as the national meet was demonstrated at Toronto, it is expected that there will be many company agency conventions in Chicago during the national convention week. Several companies have already made announcement of such plans.

PLANS OF AGENCY OFFICERS

Present Day Agency Problems to Be Main Topic at Convention Nov. 10-11

A preliminary notice of the sixth annual meeting of the Association of Life Agency Officers to be held at the Drake hotel in Chicago Nov. 10-11, has been sent to members. "Present-day agency problems" will be the main topic of the meeting. Under this head there will be some most interesting discussions of problems that the life companies are facing in respect both to the development and conservation of business and agents. W. E. Taylor, vice-president of the Equitable of New York, is chairman of the organization and Albert G. Borden of the Equitable, secretary-treasurer. Owing to the fact that life companies have had a difficult year it is anticipated that there will be a full attendance at the meeting. Life insurance agency men are eager at this time to learn of any plans being used by other companies that tend to conserve business or attract the right kind of new men.

Reaches Hundred Million Mark

W. W. Jaeger, general sales manager of the Bankers Life of Des Moines, was receiving congratulations last Saturday on his company reaching the \$100,000,000 mark of new business for 1922. This mark was reached last year on Oct. 17 and Mr. Jaeger says that those ten days' leeway may be expected, unless something unforeseen happens, to add about \$4,000,000 to the company's new business record for this year as compared with last.

RENEWS INTEREST IN BANK-INSURANCE PLAN

New Entry Into Field in Chicago Indicates Growth of Idea

IS BUILT ON NEW BASIS

American Bond & Mortgage Company's Contract Makes Fifth Distinct Variation in Chicago

That the savings bank-life insurance plan is not lying dormant but is still a factor of prominence in both banking and insurance lines is indicated by announcement of the entry of a new loop bank in Chicago with a new plan, which is being explained and broadcasted with a very extensive newspaper and direct-by-mail advertising campaign. The newcomer into the field is the American Bond & Mortgage Company and the plan being used is a combination of several of the existing plans with one or two added features. Chicago has been the center of bank-insurance activities and the experiments in various banks have been working out for nearly two years now. The addition of the American Bond & Mortgage Company into the field renews interest in the matter and shows that the idea is still only in its infancy. A prominent banker recently said that he believed that the time would come when every bank would have a department to care for the life insurance needs of those clients desiring assistance. The question has caused considerable friction among life underwriters and several associations have gone on record as condemning the plan.

Combines Trust, Bond, Insurance

The new plan as outlined by the American Bond & Mortgage Company combines the features of savings, insurance, trusts and bonds under the title of "American Bond Life Budget Plan." The bonds of the American Bond & Mortgage Company are used together with the trust facilities of the American Trust & Safe Company, an affiliated organization. The interest on the bonds is compounded and used for the purchase of additional bonds and premiums on life insurance. The life insurance is handled by the company's salesmen who are licensed as life agents and the business handled through the Kenneth W. Moore general agency, an affiliated organization, headed by the son of the president. Benjamin M. Brown is manager of the life department and is handling the details of the present campaign. Mr. Brown is an old life underwriter, having been in the field for 25 years with the Northwestern Mutual and the Mutual Benefit. He has also been prominent in the activities of various organizations of the Presbyterian Church, at one time a minister of that church.

Uses All Companies

Although the life insurance is being sold through the brokerage firm that is affiliated, the company has stated that it desires to co-operate with all life agents and welcomes their business. This is especially true in the smaller cities and towns where conditions are so different. The brokerage house of the bond company deals with many life companies and will consider any additional companies who desire to enter into the arrangement. There are now about ten companies that are taking business through this organization and the company selection is left to the prospect. The person buying the bond-

Recently

THE FRANKLIN

Life insurance Company of Springfield, Illinois, entered the state of

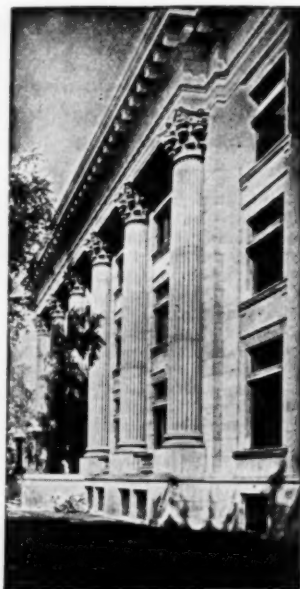
INDIANA

Life underwriters of General Agency calibre are needed to develop several attractive territories in that state.

If you are capable and ambitious, let us know something about your qualifications. Contracts are made directly with the Company.

THE FRANKLIN LIFE INSURANCE COMPANY has a splendid tradition for "Aggressive Conservatism", and a Co-operation par-excellence between the company and its agency staff. More than \$130,000,000.00 of insurance in force.

Write to the Home Office
Springfield, Ill.



HUTCHINSON,

KANSAS

STEPHEN M. BABBIT, President

insurance account decides in which company the policy shall be placed. The plan is fitted into the particular life program of the prospect. As a suggestion it is stated that at age 35, an investor with \$500 bonds creates an estate of \$2,000, with \$1,000 he creates an estate of \$4,000, with \$2,500 bonds \$10,000 estate and with \$10,000 bonds an estate of \$40,000. An investor of the same age with \$100 a month creates an estate of \$3,000 in the first month and \$4,000 in the 11th month. The investor with \$50 monthly creates an estate of \$1,500 in the first month and \$2,000 in the 11th month. The prospects deposits the bonds with the company and that concludes his work. All future transactions are cared for by the trust company.

Many Plans in Operation

Chicago now has one of each of the several bank plans and the experiment is developing with satisfaction for the banks. The Harris Trust & Savings Bank is the most prominent of those linking life insurance and its plan writes an ordinary life policy in the Mutual Life of New York with a savings account. Its plan has been growing steadily and many uninsured prospects have been reached. The Union Trust & Savings Bank is a newer entrant into the field and uses a plan distinctive to itself. The Union Trust plan makes no definite insurance connection and uses no agents of its own. The prospect for the trust fund designates the company and an agent of that company writes the business.

The Union Trust plan has met with most favor from the agents. The American Bond & Mortgage plan is patterned largely after the Union Trust plan, there being a few changes, notably the bond feature and the agency force.

Other Variations

In addition the Northwestern National Life has a plan in operation with the Madison & Kedzie Bank, one of the leading out of the loop banks, and also the American State Bank on the south side. It is now working on several other large banks. Its plan uses the bank's own agents and writes ordinary life with the savings account. The Travelers has made several connections with outlying banks all using term insurance or ordinary life as desired, though most use the term policy. There is a bond house that is issuing a plan calling for bonds used for creating an estate, the plan differing from the American Bond & Mortgage plan in that no trust facilities are used. There is another life insurance company that is investigating the proposition and is considering opening the plan with some of the leading outlying banks and possibly a loop bank. The Fort Dearborn Trust & Savings Bank was also among those using the idea, though since its merger with the Continental & Commercial banks, the plan has been dropped. Each of these is younger than two years in operation, most of them being less than a year. Thus the actual experience cannot be known for some time. The expense of launching the campaign is high and it will take some time to cover this initial cost. The main feature of all of them is that it combines the two great estate building institutions and locates many prospects who are uninsured or underinsured.

Paret Agency Buys Building

An office building of its own in Camden, N. J., will house the New Jersey agency of the Provident Life & Trust. Louis Paret, general agent, has purchased a three-story brick mansion at Cooper and Fifth streets and has awarded contracts for remodeling and modernizing the structure.

The past nine months over \$3,500,000 of new business has been placed on the books of the New Jersey agency, being a 10 percent increase over the corresponding portion of 1921. In the same period there was a 20 percent enlargement of the agency force.

PART-TIME BAN STAYS

NO CHANGE IN TWIN CITIES

Minneapolis and St. Paul General Agencies Adhere to Rule Adopted Several Years Ago

MINNEAPOLIS, MINN., Oct. 10.—In spite of a few reported defections from the rule against part-time men, St. Paul and Minneapolis agencies generally are standing by the policy adopted several years ago by their local associations. The opposition to employing part-time men is based on the belief that the business they turn in is not worth the trouble of training and handling them, that it is unfair to the full time men and that it interferes with the building up of a strong, aggressive and loyal agency.

Several years ago both the St. Paul and the Minneapolis Life Underwriters' Associations took a stand against employing part-time men. Members were pledged not to take on part-time men. In the vast majority of cases agencies have observed this rule but it is admitted there have been some violations in both cities.

No Abrogation of Rule

Inquiry among the general agents of several of the leading companies indicates that they have no intention of abrogating the rule. A few of the managers declared that even should their association repeal the rule they would not employ part-time men. In one office where part-time men have been employed one of the managers expressed emphatic disapproval of them.

In all cases general agents interviewed made it clear that their opposition to part-time men was confined to the cities. In the country districts they agreed that part-time men are necessary as there frequently is not enough business in a given locality to warrant a man in giving his entire time to it.

Unfair to Regular Men

"The part-time man system is unfair to the regular men," said J. Whalen, manager at Minneapolis for the Mutual Life of New York. By writing up his relatives and close friends who naturally give him the preference, he takes the bread and butter from the man who is giving all his time to the insurance business. I have known instances where a regular agent had practically closed a deal with a prospect only to have some relative or close friend jump in and write the policy."

Frank M. Florry, general agent in Minneapolis for the Provident Life & Trust, said he can not understand how an agency can be built up when it employs part-time men. He also expressed disapproval of brokerage business. Mr. Florry said that his agency would not use part-time men even if the agreement among association members were cancelled.

"Our men are writing more business than ever before and we are well satisfied with the association agreement," said George K. Blandford, manager of the Mutual Benefit at Minneapolis.

Davenport Honors Dougherty

Lee J. Dougherty, secretary and general manager of the Guaranty Life of Davenport, Ia., was guest of honor at a dinner given by Davenport business men in the Chamber of Commerce Thursday night. Mr. Dougherty had just returned from Milwaukee where he was elected president of the American Life Convention. The committee in charge of the reception included P. N. Jacobsen, J. Reed Lane, Carl LeBuhn, P. F. McCarthy and Ray Nyemaster, representing commercial and insurance groups of the city.

LECTURES COMMENDED**USE DIAMOND LIFE BULLETIN****Manager Berlet of Guardian in Philadelphia Attracts Attention with His Course of Lectures**

The Philadelphia agency of the Guardian Life, of New York, under the leadership of E. J. Berlet, is enthusiastic over the lecture course being given at agency headquarters in the Liberty building every Tuesday evening, based on the Diamond Life Bulletins. Although this course has been running about a month, the attendance record continues to be exactly 100 percent.

"The men wouldn't miss this instruction for anything," Manager Berlet declared. "A different agent leads each meeting and sometimes we get outside speakers."

Business Increasing

Last week's meeting was held in connection with a banquet at the Arcadia in celebration of the large volume of business rolled up during September. Mr. Berlet, who deserves considerable credit for reviving what was virtually a "dead" agency, presided as toastmaster and gave "the boys" an inspirational talk. The big speaker of the evening, however, was L. G. Shroeder, connected with the Philadelphia agency of the Mutual Life, who is well known throughout Philadelphia as an authority on psychology as well as a successful life underwriter.

Mr. Shroeder declared that to be a great salesman the underwriter must constantly change his methods of approach, adapting his tactics to the prospect in order to be in tune with the latter's temperament. In reasoning with the quiet, scholarly man, for instance, the underwriter must adopt a leisurely manner. With the quick business man the insurance agent should come to the point in the fewest possible words and work towards a prompt decision. "When harmony is produced," Mr. Shroeder said, "you are on your way to a sale."

Bulletin Lectures Commended

The Diamond Life Bulletin lectures have attracted the attention of George L. Hunt, manager of agencies at the home office of the Guardian Life, and he has requested Manager Berlet to write an article on the subject for "Service," the company's house organ.

Clark Joins Liberty Life

Claud L. Clark of St. Louis has been appointed actuary and assistant secretary-treasurer of the Liberty Life of Topeka. He has had an extended experience in various branches of the business. He began his career as a solicitor in St. Louis in 1906 for the Aetna. Later he went with the International Life of St. Louis, remaining with that company until 1917 when he was made deputy superintendent of the Missouri insurance department. In 1919 Mr. Clark was appointed actuary of the department, holding that position until 1921 when he resigned to become treasurer of the Indemnity Company of America of St. Louis, later assuming the secretaryship of that company. Last June Mr. Clark left the Indemnity Company to engage in special examination work for the Missouri insurance department.

Barbee to Retire

Joshua Barbee, deputy insurance superintendent of Missouri, who has been connected with the department for a number of years, will retire from office Nov. 1. It is expected that Thomas Brown of Fredericktown will be appointed to the vacancy. Mr. Brown is a delegate to the constitutional convention now in session at Jefferson City.

**COULD HE WIN?**

In a Roman standing race imagine the plight of the driver mounted on a team made up of a lithe thoroughbred and a floundering draft horse.

His efforts would be no more distressing than those of the life insurance salesman linked up with good policies and floundering service.

In your race for business The Lincoln National Life Insurance Company offers you every advantage in giving you up-to-the-minute policies and record-breaking service.

The Lincoln Life writes women on the same basis as men and issues policies in all regular forms down to age 10. It accepts the risk on persons having slight physical impairments and on persons engaged in hazardous occupations.

The Lincoln Life bends every effort to issue policies promptly, getting them back to the agent for delivery before the prospect gets "cold."

You have every chance to be a winner when you

LINK UP WITH THE LINCOLN

The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Indiana

Now More Than \$225,000,000 in Force

COMPETITION STRONG**WORK NEBRASKA TOWNS HARD**

In Spite of Agents' Activity Comparatively Few Sales Made Except on Long Time Notes

OMAHA, NEB., Oct. 10.—A few days spent in any of the small towns of Nebraska will give an observer an opportunity to see how thoroughly the territory is being worked by life insurance companies. Apparently none of the towns but what have in addition to their resident local life agents from one to five transients working all the time. Considering the amount of solicitation, the production is small. Conditions in the agricultural state are at present not favorable, and the cash business written is extremely light. Bankers in most instances are not encouraging writings requiring their handling of notes, and yet the agent who can not bank his notes or who can not carry them with or without his company's help is not securing any great volume.

Many agents of the companies who adhere closely to the cash or at least short time settlement basis have circled out through the state from the larger centers and one after one come back to try the city again, admitting that it is nearly impossible to do business as they must do it. Collections in general business lines are very slow in most country communities. Bankers are advising the holding of wheat to their customers who can afford to hold it. They find that their customers whose notes are due and who they wish would sell and pay up are following that advice more closely than they wish they would. While they are not taking up their notes they are also not paying their mercantile accounts. Banks are having heavy calls in many communities for money to buy feeders and the sale of cattle will not offset this condition until the very last of this or the first of next year. In the meantime life insurance agents unless they can handle fairly long time notes do not find the country districts fertile territory.

Inter-Southern's Evansville Meeting

Agents of the Inter-Southern Life held a meeting at Evansville, Ind., Oct. 6, followed by a banquet, and the remainder of the evening was spent at a theater. Arrangements were in charge of C. H. Blackwell, manager of the Ohio Valley department. Stanley Reed, secretary of the home office at Louisville, Ky., and Burton Van Dyke, actuary, were guests. Mr. Blackwell opened the Evansville office recently. He formerly was general agent in western Kentucky.

Insurance Ban Removed

As a result of protest lodged by Arthur Levy, president of the Richmond, Va., Association of Life Underwriters, orders were issued last week by W. J. Harahan, president of the Chesapeake & Ohio Railway Company, directing that the word "insurance" be eliminated from signs in elevators of the skyscraper building housing the general offices of that company denying admittance to book agents, insurance solicitors and peddlers. This proved entirely satisfactory to Mr. Levy and the issue is now a closed one.

Seek to Purchase Companies

There are several brokers who deal more or less in life insurance endeavoring to purchase some of the smaller life insurance companies. Two or three were present at the meeting of the American Life Convention endeavoring to get a line on companies. Others have been scouring the field hoping to find some company that was willing to sell out. So far the companies seem to be unwilling to dispose of their business and are not listening to overtures being made to them.

Protection and Service for All

"—To Pay the Man Who Sweats the Blood"

"My dear Mr. Lawrence:—

"I have just read an article in the August 31 edition of the National Underwriter Life Edition which fully defines your official position and attitude of broader service.

"You have certainly justified the practice of your Company in having made public the fact that you are open for all such desirable business as the representatives of other kindred companies and brokers have to offer the Missouri State Life.

"While yet only thirty-eight years here on earth and fifteen years of that period spent in the Life Insurance business—it does my soul good to have lived long enough to know beyond doubt that the next year or two will force the self-styled 'Simon Pures' to pay the man who sweats the blood to produce the business, both first year's and subsequent years commissions, as you have pointed out on a non-forfeitable basis.

"I sincerely admire your position that the Life Company which skims the cream of physical fitness and brags of their low mortality renders a contemptible service, which is a product of miserly souls, and the field men of this great business have come to so regard it.

"In all of this you have my admiration in a very big way because you are blazing trails of service to hundreds of thousands of insurers and insureds—all of which will become acceptable to and practiced by all reputable Life Companies in the near future years—just like the much hooted disability and double indemnity benefits which are now issued and eulogized by all Life Companies today."

—From a large personal producer of another Company

In our preceding advertisement in this paper, we published the copy of a typical letter received from a leading General Agent of another Company regarding our New Plan of handling surplus business, standard and substandard, from Agents of other Companies.

The letter opposite expresses the viewpoint of the man in the field who struggles day after day to get the business—the expressions received from the Field men more forcibly impress the justice and fairness of our plan than any arguments we might advance.

Under our New Plan, we extend to the Insurance Agent because he is rightly entitled to this recognition—liberal first year commissions, guaranteed non-forfeitable renewals, and the same privileges our own Agents receive, such as the privilege to qualify for Club Convention trips, particularly the Pacific Coast trip next July. We have extended and liberalized our substandard coverage and are offering protection on some form at some rate to practically every applicant of sound moral character.

Missouri State Life Insurance Company

M. G. Singleton, President

Home Office—St. Louis

Life Accident Health Group

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago-Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; H. E. WRIGHT, NORA VINCENT PAUL, Vice Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers. C. M. CARTWRIGHT, Managing Editor; HOWARD J. BURRIDGE, Associate Editor; FRANK A. POST, Associate Editor.

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Group Insurance and Labor Problem

THERE is not an employer anywhere who would not pay real money for a solution of the problem of capital and labor, provided that the solution applied in his own case. He would do it, because he knows that the problem is costing him heavily every day in less production than possible, and also hangs over his head as a threat of no production at all for a long period.

Before the recent convention of the AMERICAN BANKERS ASSOCIATION, THOMAS W. LAMONT of J. P. Morgan & Co. said: "The problem will never be wholly worked out. People talk as if it were an example in arithmetic, capable of a final solution. It is no such thing. It is a problem of human beings; therefore of emotion, groupings, longings and ambitions. We can meet it only little by little, and only then if we put ourselves in the other fellow's shoes and get his viewpoint."

Mr. LAMONT presented this to the bankers with the recommendation that they present it to employers generally because bankers are in a position to present such theses to the business men of the country.

Had Mr. LAMONT been specific and enumerated or described the steps by which the problem could be met little by little he no doubt would have mentioned group insurance. In fact, the firm of J. P. Morgan & Co. does carry group insurance.

He would have mentioned group insurance no doubt because group insurance is given to employees by employers who do put themselves in the place of the other fellow. There is positive evidence that group insurance has accomplished a great deal toward the solution of that problem of capital and labor in many business enterprises.

To present group insurance to an em-

ployer as a solution is to overstate the case for group insurance. To present it as a step forward toward the solution is to present it in its true light.

Insurance men will hope that the bankers did not lose sight of this point made by Mr. LAMONT in their consideration of the major feature of his address, which was really a plea for greater participation by America in world affairs and greater generosity on the part of American people toward Europe, Asia and Mexico.

Mr. LAMONT pointed out one little point that group insurance salesmen should keep in mind. He said:

"In this country there are still traces of arrogance among employers and there are manifest signs of arrogance in labor. Yet the employer has even less excuse for arrogance than the laborer. The high wages of the war and of the years just after had, not unnaturally, a somewhat 'spoiling' effect upon labor."

There are arrogant employers who will not care to listen to the story of group insurance, but they can be made to listen to it just as can the man who carries no life insurance be made to sign an application by some supersalesman.

And the supersalesman who places group insurance, where the idea is at first rejected, is doing more than he who merely sells a case. Both do the same thing as far as group insurance itself is concerned for the employee and their families, but the supersalesman who closes the hard case changes the whole attitude of some employer toward his workers. His group sale may be merely the forerunner of other advantages that will be given to the workers in the future.

In group insurance the insurance salesman has a wonderful opportunity for social service to many as well as service to the immediate applicant.

Now for the Grand Finale

EVERYTHING points to a big production of life business during the closing months of the year.

Conditions affecting life insurance have shown progressive improvement through the year, agency organizations are apparently alive to the possibilities of the present and company executives are asking for more volume. Last year at this time it was just the opposite. General business was still on the downgrade, many agents had not readjusted themselves from the easy ways of 1919 and 1920, and many companies were anxious that the annual volume of new business take a slump, but this year it is very different.

Last year group insurance was less

had been. This year it is a big factor and the group harvest is now coming. A large part of each year's production has always come in December. There will be a big production this year. Every month this year has been well ahead of the corresponding month of 1921 and group executives in home offices are anticipating and preparing for a rush that will strain clerical organizations and printing establishments. Every group case means special certificates, announcements and other printed matter. All must be turned out hurriedly.

The records of 1920 may not be equalled, but in many quarters they are being threatened and the results are being watched with great interest.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

A. D. Hillyar, special agent in the A. Rushton Allen general agency of the Provident Life & Trust in Cleveland, returned a few days ago from an extended trip in Europe. He was accompanied by his wife and daughter, who was given the trip as a college graduation present. Their travels, occupying about three months, took them over Germany, Switzerland, Italy, France and England. Mr. Hillyar is a great lover of art and spent much time visiting the picture galleries in the various countries. He played chess in the Cafe LaRegence, Paris, famous as an international meeting place of chess fans. Mr. Hillyar did not say with what success he met, but he presumably upheld the honor of the Cleveland City Club, where his skill in the ancient game has frequently been demonstrated. Mr. Hillyar is a member of the board of directors of the Cleveland Life Underwriters.

Milton L. Woodward, special representative of the Northwestern Mutual Life at Detroit, one of its "million-dollar men," wrote \$114,000 of paid-for insurance in August and \$215,000 in September. The August business was on five lives while the September total covered 16 lives. There were two \$50,000 policies in the totals.

"General business is good," said Mr. Woodward. "It is largely a matter of mental attitude. The business is there, so it is up to the agent to go out and get it. Keeping eternally at it is about the best slogan an insurance man can use, for good policies do not grow on trees, but must be gathered in from various sources. I anticipate that the balance of this year will be good and that our total business for the 12 months will compare favorably with previous years."

Dr. Thomas C. Peake, veteran president of the Central Life of Des Moines, having exceedingly capable vice-presidents who run the company's affairs most admirably, is now having the time of his life. He is giving his almost exclusive attention to matters relating to the fine new office building which that company now has under way. Anyone who wants to "stand in" with the doctor these days has only to send him some new idea on office building construction to earn his gratitude.

Isadore Samuels, an agent of the New England Mutual at Kansas City, Mo., in the office of General Agent Charles D. Mill, was scheduled to speak on "The experiences of a new agent" at the six-state sectional meeting of his company in Des Moines last week. Mr. Mills explained, when the program called for Mr. Samuels' appearance, that expecting the stork to visit his house shortly. Mr. Samuels had not been able to attend. Whatever Mr. Samuels' experiences as a new agent may have been, they certainly seem to have been successful ones, judging from this record of paid-for production. Mr. Samuels went to work for the New England Mutual's Kansas City agency in May of this year. His paid-for business that month was \$13,000, in June \$16,500, in July \$42,000, in August \$52,000, and September \$38,000, a total of \$161,500 in five months' work. All of which looks mighty good for a beginner or even for a veteran worker.

E. H. Lupton, jr., has been elected second vice-president of the Bank Savings Life of Topeka, Kan. It is expected that at the annual meeting of the company in a few months he will be elected to the presidency to succeed his father, the founder and only president of the institution. E. H. Lupton died in Colorado last summer following a

long illness. His son has been active in the affairs of the company for several years and it is expected that he will become the directing head of the institution.

W. T. Phillips of Marion, O., district manager of the Ohio State Life, was injured Sunday when he appeared unexpectedly at his office in the National City Bank building. He was knocked down by two negroes, who had been tampering with the safe. The combination had been removed and the lock broken, but nothing had been taken out.

E. S. Albritton led the agency force of the Minnesota Mutual in personal production for September. Mr. Albritton is a partner in the Weems & Albritton general agency at Dallas, Tex. He was formerly vice-president and superintendent of agencies at the home office. He leads the field for the first nine months of the year with a net issued personal business of over \$600,000.

The agency force of the Guardian Life of New York is conducting an interesting and unique campaign for business this month. October is "President's Tribute Month," in honor of the Guardian's chief executive, **Carl Heye**, who has just recently returned from a two months' absence abroad.

Instead of this drive for business being conducted by the home office, it is being handled by members of the agency corps themselves. The instigator and director of the campaign is Henry Kronsbein, of St. Louis, who was chosen president of the Guardian Leaders Club at the convention in Toronto in August. He, with the help of the first and second vice-presidents and the four regional vice-presidents of the Club, is putting the campaign across.

The country has been divided into four districts, representing the territory of which the regional vice-presidents are in charge. Mr. Kronsbein is personally offering prizes to the vice-president whose territory makes the best showing, and other awards for the agency in each district which exceeds its quota by the largest percentage. In addition, he will make suitable awards to the three leading producers in each district.

Guardian representatives are out to prove to the home office that they can run the details of a campaign as well as produce the business. In the past, "President's Month" has always been productive of a splendid volume of business, and it is expected that the results of this year's unique campaign will be well up to standard.

Agents of the State Life of Des Moines have set aside October as "President's Month" in honor of **A. C. Tucker**, the head of the company. Agents of the company are being urged to make a year-end drive to roll up a substantial volume of business during the last three months of the year as a testimonial to the 400 stockholders of the company. Mr. Tucker holds the largest block of stock, and the men in the field will put on an aggressive campaign during October as an evidence of their loyalty to and regard for their chief.

Fred L. Murphy, agent of the New England Mutual Life in the office of General Agent C. N. Anderson of Des Moines, was a grocery store manager 100 weeks ago. He decided to break into life insurance work and Mr. Anderson thought him worth a trial. This seems to have been good judgment for Mr. Murphy has just completed his 99th week in the "app-a-week club" of his agency and has a \$25,000 line to his credit for the 100th week.

STARTS FOURTH YEAR CARNEGIE OPENS NEW COURSE

Usual Sized Class in Attendance—C. J. Rockwell in Charge, Succeeding Griffin M. Lovelace

PITTSBURGH, PA., Oct. 10.—The school of life insurance salesmanship at Carnegie Institute of Technology opened the fall term last week with the usual sized class for this time of the year. Charles J. Rockwell is in charge, succeeding Griffin Lovelace, who this year is teaching insurance salesmanship in New York University. Mr. Rockwell is assisted by Dr. Edward K. Strong, Jr., and Curtis Hollingworth. This is the fourth year of life insurance salesmanship at Tech. Mr. Rockwell is instructor in functions of life insurance and practical life insurance salesmanship; Dr. Strong, in the principles of salesmanship and Mr. Hollingworth, who is a graduate of the second class of life insurance held at Carnegie Tech, is supervising the classes in principles of life insurance and underwriting practice and sales experience.

The object of the instructors is not only to acquaint the student with the theoretical side of life insurance salesmanship but to give him the practical side as well, thus teaching him how actually to sell.

Travelers Men Fete Martin

"Say it with flowers" has been replaced by "Say it with applications." Oct. 6 was the 12th anniversary of G. A. Martin's affiliation with the Travelers and his fifth as manager of the Cleveland agency. The agents planned a real surprise party. When Mr. Martin reached his office he found it profusely decorated with flowers, and the following morning he was fairly deluged with applications. Only business secured on Oct. 6 was counted. About 60 applications were turned in, totaling about \$500,000. Some agents handed in as many as five "apps" as their tribute to the popular manager. W. M. McBride, leading producer for the agency, wrote three policies for \$25,000 each, and Mrs. E. B. Mann, the only lady agent, wrote an application for \$20,000.

The Cleveland office of the Travelers was given a quota of \$14,000,000 this year, and Mr. Martin believes he will make it—not a bad day's work toward it, surely.

Western Life's "Bacon" Contest

Life insurance salesmen are often facetiously told by their managers that they must "bring home the bacon," a very expressive slang phrase which, however, is interpreted literally by agents of the Western Life of Des Moines. The company has just put on its fifth annual "bring home the bacon" contest, which ends Nov. 10. Every winner in this contest will be given a specially prepared and packed side of the best bacon produced by the Iowa Packing Company of Des Moines. A sweepstakes prize of a large ham will be given to the agency which produces the largest amount of business during the month. The company tells its men: "An average hog has 20 pounds of bacon. How many hogs will you take? Every \$1,000 of insurance means one pound of bacon."

Licensed in Missouri

The Northwestern National Life has entered Missouri and will make general agency connections at Kansas City and St. Louis.

License Revoked in Ohio

Superintendent Gearheart of Ohio has cancelled the license of Emmet Williamson for 60 days in recognition of the complaint that Mr. Williamson was selling 20-pay life insurance policies as 20-year endowments and thus giving misinformation to his prospects.

California State Life's Home Office Building

The accompanying sketch of the proposed new home office building of the California State Life shows the handsome addition that is to be made to the business district in Sacramento, Cal. The 12-story structure, on which work is now under way, will be one of the most beautiful buildings in the entire state. It will be built along the most



modern ideas in office-building design. The exterior will be finished in terra cotta with a granite base. From the carefully designed entrance to the artistic curving of the top floor and fitting of the two-story tower space above the twelfth floor, the building is a specimen of excellent insurance building architecture.

Voshell Heads Loan Drive

About two years ago the mayor of Baltimore, Md., appointed Jonathan K. Voshell, manager of the Metropolitan Life at Baltimore, as chairman of the Loan Campaign Committee of Baltimore, through which the citizens authorized the city to pledge its security for some \$100,000,000 for city improvements including schools and hospitals. The loan campaign was a pronounced success. During the Maryland legislature which was in session this year the further authorization for \$15,000,000 was made for school improvements only. The mayor has again appointed Mr. Voshell as chairman of the citizens' committee to carry the loan through. Mr. Voshell is a success in whatever he undertakes. He has built up a splendid business of the Metropolitan in Baltimore. Mr. Voshell served a few years ago as president of the National Association of Life Underwriters.

New England Men at Milwaukee

The annual meeting of A. L. Saltzstein's Wisconsin agency of the New England Mutual Life was held on Saturday in Milwaukee with more than 100 district managers and agents from all parts of the state present. Following the morning business session a luncheon was given, when Charles H. Flood, assistant secretary of the company, and Dr. Willis H. Hazard, head of the department of publications, both of Boston, addressed the meeting. In the afternoon visiting ladies were given an automobile ride about the city.

Since 1900, when Mr. Saltzstein became general agent for the company, collections have been boosted from \$15,000 to more than \$1,000,000 annually and over 15,000 policyholders added. Mr. Saltzstein was entertained Saturday night by members of his agency force, their ladies and members of the office force at a dinner at which his son, Jerome C. Saltzstein, acted as toastmaster.

"Ord. - 20 Pay"

The two forms most sold, because most useful. They fit the needs of the policyholders. But a big advance is the combining of both in one policy. THE COMPLETE PROTECTION POLICY. It gives the insured the benefit of an ordinary life policy if he dies, and a twenty-payment life policy if he lives. Agents will be interested in this form.

A policyholder is a friend, but a stockholder is actively interested. THE ORGANIZATION POLICY carries one share of Company stock with each \$1,000.00 of insurance. The stock is paid for out of the dividends.

Good Territory Is Still Open

THE NATIONAL SAVINGS LIFE INSURANCE COMPANY

W. C. COLEMAN
President

W. M. G. HOWSE
Secretary

L. W. CLAPP
Treasurer

LOUIS A. BOLI, Jr.
Vice-President & Agency Director
WICHITA, KANSAS

DAKOTA LIFE INSURANCE COMPANY

WATERTOWN, SOUTH DAKOTA

A strong conservatively
aggressive company

If YOU'RE big enough to handle a General Agency, and can prove it; willing to demonstrate your productivity before asking for special concessions, WE can arrange a direct Home Office contract with expense allowance in Montana, North Dakota, Colorado, Minnesota and Nebraska.

1867 **EQUITABLE LIFE** 1922

Insurance Company
OF IOWA

Results of 1921

Insurance in force \$286,934,616.49
Admitted Assets \$ 39,234,839.04
Ratio of Actual to Expected Mortality 34.7%
68% of all business written since organization still in force.

For information regarding Agencies
Address:—Home Office: Des Moines

KANSAS' GREATEST LIFE INSURANCE COMPANY

Invites Inspection—Inquiry of Integrity

The Farmers & Bankers Life Insurance Company

Home Offices

Wichita, Kansas

More Than 1¼ Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1922
Assets	\$ 5,614,764	\$10,279,663	\$ 28,295,931
Policies in Force	371,106	613,615	1,294,394
Insurance in Force	49,245,028	89,596,833	265,197,626

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President CINCINNATI, OHIO

Organized February 23, 1888

Our Agents Have

A Wider Field—

An Increased Opportunity

Because we have

Age Limits from 2 to 60.

Policies for substantial amounts (up to \$3,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

**"THE OLD COLONY LIFE INSURANCE
COMPANY of CHICAGO, ILL."**

LIFE AGENCY CHANGES

R. W. Hosmer & Co.

R. W. Hosmer & Co., the well known Chicago local agents, have further strengthened their accident and health department by the addition of a general agency of the Missouri State Life of St. Louis. The Missouri State is writing some of the most complete and up-to-date forms now on the market, and the addition of its facilities will give this old established office one of the most completely equipped departments in Chicago. This department is under the supervision of H. B. Ryan, who is one of the most able and popular accident and health underwriters in the Chicago district. The appointment was made by Manager Karl B. Korrady of the Chicago branch office.

W. P. Powell

W. P. Powell, manager of the Aetna Life in northern and eastern Iowa with offices at Cedar Rapids for the past 22 years has resigned. He is succeeded by George McClung, who has been assistant manager of the Aetna Life agency at Topeka, Kan. George Houston of the home office of the company will act as manager at Cedar Rapids until Mr. McClung can take charge. Mr. Powell will go to St. Petersburg, Fla., where he owns large interests in a hardware and furniture concern.

E. W. Allen, who has been connected with the Powell agency during the entire time that Mr. Powell has been in charge, has been appointed manager of the northwestern Iowa territory with offices at Sioux City.

John A. Stevenson

The Fidelity Mutual Life announces the appointment of John A. Stevenson of Wilmington, Del., as manager for the state of Delaware. Mr. Stevenson, who was formerly with the Continental Life, is not only a big personal writer but has had considerable success as an organizer, and the Fidelity Mutual is expecting him to instill new life into the Delaware territory.

P. W. Smith

P. Willard Smith, formerly district manager for the Volunteer State Life in Cleveland, has severed his connection with that company and is now representing the William L. McPheeters general agency of the Union Central in Canton, O. It is understood that the Volunteer State has not yet appointed his successor.

J. N. Alvis and A. L. McKnight

J. N. Alvis and A. L. McKnight have been appointed managers for northeastern Ohio for the Inter-Southern Life. Stanley Reed, director of agents for the Inter-Southern Life, has just returned from Cleveland, Ohio, where he made these two appointments. Mr. Alvis and Mr. McKnight will make their headquarters in Cleveland and cover the northeastern part of the state. Both of them have had considerable experience in both organization and production work and are able agency organizers.

C. B. Williams

C. B. Williams has been appointed general agent for the state of Oregon for the Central Life of Des Moines.

J. L. Mitchell

J. L. Mitchell has resigned as general manager of agencies for the Western Life Indemnity of Chicago and opened a general insurance agency in Chicago with offices at 1260 Hartford building. Mr. Mitchell has been appointed general agent of the Wisconsin National Life for Illinois and Indiana, and will have charge of the agency work of the company in those two states.

Frank Koss

The Federal Life of Chicago is opening a district office in Fremont, Neb., under the management of Frank Koss, a prominent Fremont business man. Mr. McCune, district supervisor for the Federal Life and formerly of Omaha, will assist in the organization of the new office. Mr. Koss has been a prominent business man in Fremont for some time, having only recently sold his drug store.

Merritt Gustin and Max Gedlinski

Merritt Gustin and Max Gedlinski have formed a partnership to manage Green Lake and Fond du Lac counties in Wisconsin for the Massachusetts Mutual Life. Both Mr. Gustin and Mr. Gedlinski are athletes of considerable repute. They will continue to manage the famous Cardinal basketball team at Fond du Lac this winter.

Joy & McCormack

Joy & McCormack have been appointed general agents of the Minnesota Mutual for western Tennessee with headquarters at Memphis.

Starts Instruction School

The Central Life of Iowa is experimenting with an instruction school for agents at Minneapolis, Minn., which has been placed in charge of Burt Odell and P. P. Colgrove of that city. Mr. Odell is a graduate of Carnegie School and Mr. Colgrove has been a teacher for many years. Students in these classes, which are held in the company's offices in the Plymouth building, are spending a certain portion of each day in study and the remainder in practical work in town. Vice-President Denny states that a very good start has already been made and that if this experiment is successful, as it seems likely to be, that other schools will be started elsewhere.

Would Set Aside Sailstad Verdict

Claiming that the jury in the famous Sailstad life insurance case misconducted themselves and that there was no evidence to substantiate the verdict awarding Mrs. Leona Sailstad-Richardson \$10,000 of insurance carried by her first husband, Edward J. Sailstad, counsel for the New York Life have entered a motion to set aside the verdict before Judge C. Z. Luse in federal court at Superior, Wis.

Argument on the motion will be heard before Judge Luse Oct. 14. Counsel for Mrs. Sailstad-Richardson will oppose the motion.

Federal Mutual Writing Business

The Federal Mutual Life Assurance of Indianapolis is now actively engaged in the writing of life business. The company was originally known as the International Business Men's Assurance, but the name was recently changed. It is the intention of the officials of the company to develop a monthly premium as well as ordinary life business. The company will be under the same management as the Federal Savings & Insurance Company of Indianapolis, which is active in the accident and health field.

May Write Accident Business

The Public Life of Chicago may take up the underwriting of health and accident insurance, if the special meeting of the stockholders called for Nov. 8 passes favorably upon the proposed amendment of the charter.

New Companies in Michigan

A compilation just prepared by the Michigan department shows the following life companies admitted to that state since Jan. 1 of this year: Atlantic Life, Kansas City Life, Great Northern Life, Liberty Life of Chicago, and George Washington Life.

WITH INDUSTRIAL MEN

JOHN HANCOCK PROMOTIONS

Several Agents Have Been Promoted to Assistants in Districts Where They Are Serving

The John Hancock Mutual Life has promoted the following agents to assistants in their district: Thomas Openshaw, Pittsburgh; Charles Angione, New York 11; Charles W. Fothergill, Philadelphia 111; Dennis Landers, Haverhill; Joseph K. Ryan, Waltham; William Bates, Cincinnati 11; Frank A. Moran, Chester. Harry Bluver has been transferred from agent at New York 11 and promoted to assistant superintendent at New York V. Nicholas J. Clanan, formerly an agent in Detroit 11, has been appointed assistant superintendent in Detroit 111. John J. Ryan, an agent in Detroit I, has been appointed assistant superintendent in Detroit 11. Henry Brunner, who has been in the Long Island City agency, has been appointed assistant superintendent at New Britain, and Paul T. Stoddard, agent at Pittsfield, has been appointed assistant superintendent at New London.

Western & Southern News

Superintendent J. D. Cassidy of the Western & Southern at Lima, O., has been placed in charge of the Cincinnati North district and is succeeded at Lima by L. F. Mackley, formerly assistant at Toledo South.

The following appointments to assistant superintendent are announced: Anthony DeWard, Grand Rapids; J. A. Halpin, Toledo South; F. D. Johnson, Detroit East; N. Koch, Pittsburgh South; N. W. Curry, Edgewater; W. J. Pressler, Allegheny; Thomas McIntyre, Edgewater; E. Mackey, Ogden Park; A. B. Craig, Indianapolis South; Clive Lawson, Manchester; J. Quesnel, St. Louis Central; E. A. Smith, Anderson, Ind.

The following assistant superintendents have been transferred: A. J. Seifert, from East St. Louis to St. Louis Central; J. M. Weaver, from Anderson to Indianapolis North; F. A. Hutt, from Indianapolis South to Jeffersonville.

The Chicago West district office has been moved to 451 North Cicero avenue.

A new assistantcy has been established at 19th and D streets, Granite City, Ill., detached from East St. Louis.

Metropolitan's Utah Meeting

SALT LAKE CITY, UTAH, Oct. 10.—The Metropolitan Life's two-day convention here closed with a banquet at which

the principal speaker was President Haley Fiske, who paid a glowing tribute to the work of the company's visiting nurses. "Angels, angels and ministering angels they are," declared Mr. Fiske. "Thousands of lives are saved by these good women every year. In 1921 they helped to bring about the saving of 55,000 lives. They not only go in the home to treat the sick, but also teach them how to prevent disease and keep themselves and their children healthy." The speaker said to help educate people to a clearer and better understanding of the laws of health was both a duty and the privilege of a life insurance company. President Fiske then told of the rise of his great company and its present scope.

Several prominent local citizens were among the guests who spoke, including Governor Mabey, Mayor Neslen, Heber J. Grant, Mormon president and prominent insurance man; Insurance Commissioner J. W. Walker, Episcopal Bishop A. W. Mouton and others. The affair was largely attended by the field representatives in this section.

National of Tennessee Changes

The National Life & Accident of Tennessee has promoted R. K. Fordyce to assistant manager of the Columbus, O., district. C. A. Laver of Youngstown, O., has been appointed assistant manager in that office. T. J. McKean of Pittsburgh is now assistant manager in that office.

Superior Celebrates Anniversary

The Superior Life & Accident of Indiana celebrated its first anniversary in September with a gathering at the home office of all field men. The company closed its first year of operation with a net increase in weekly debit of \$1,242 with an average agency force of ten men. At the agency meeting prizes were awarded for the contest which closed with the company's fiscal year and announcement was made of a new contest to cover a period of 13 weeks.

Life Industrial Notes

W. S. Crowell, an assistant manager of the Metropolitan under M. J. Reigert, has been promoted to manager and assigned to the Alliance, O., district. He took up his new duties Oct. 2.

The agents of the Prudential at Tell City, Ind., gave an all-day picnic a few days ago at the Nancy Hanks Park at Lincoln City, Ind. The agents were accompanied by the members of their families. The park at Lincoln City was named in honor of the mother of Abraham Lincoln whose body is buried in the park.

NEWS OF LOCAL ASSOCIATIONS

New York.—The New York association resumed its activities, the first monthly meeting of the season being held last Tuesday evening at the Arkwright Club. President George A. Smith, president, J. Elliott Hall, of Hall & McNamara, general agents for the Penn Mutual, was the speaker, this being his fourth address before the association. Mr. Hall used as his subject, "Income Insurance," and put over one of the most interesting meetings the society has experienced. With direct and indirect canvasses he worked on the audience as well as individuals and sold thoroughly his ideas that have made possible his record of \$4,000,000 insurance on this plan since entering the business. The meeting was one of the largest in the association's history. Mr. Hall in closing stressed the point that one way to sell monthly income was to buy a policy on that plan. Edward J. Sisley, vice-president, made an appeal to members for support and co-operation in the campaign for Beekman Street Hospital re-organization fund.

In past the association has been accused of being conducted by general agents. This year the agents are in the saddle with Geo. A. Smith, president, New England Mutual, and A. R. Speir, Mutual Benefit, chairman execution committee.

President Smith announced the educational program for remainder of year. The November meeting will feature Isador Hersfeld, subject "Insurance Programs," the discussion to be led by Griffin M. Lovelace, of the New York

life insurance school. The December meeting will have Frank W. Pennell on "Quotas" and J. H. Streigel, secretary National Association Credit Men on "Life Insurance as a Credit Factor."

The Joseph D. Bookstaver agency led in attendance with some 20 agents present.

Lincoln, Neb.—At the first meeting of the Lincoln association after the summer vacation A. R. Edmiston of the Union Central, the one Lincoln man to attend the Toronto convention, said that one of the convictions he brought home with him from the convention was that life agents are not thoroughly sold on the merits of what they have to sell. No agent should wilfully overload a client, but he ought also to know what is overloading and what is unloading. He should be able to diagnose a client's capacity for taking insurance once he knows his income and to advise him as to thrift programs that will result in his leaving an adequate insurance estate.

He was astonished to find that most of the Canadian companies are waiving medical examinations on policies of less than \$1,500, an adaptation of the group idea. The distance from doctors is one reason. The Union Central actuary told him this was perfectly safe, as a medical examination is not worth much to a company three or four years after it has been made. He predicted that within five years American companies would all be following suit.

J. T. Wilcox of the Equitable of Iowa

A Few Reasons WHY SHENANDOAH LIFE AGENTS ARE SUCCESSFUL!

Up-to-the-Minute Policy Contracts.
A Correspondence Course in Salesmanship.
A Liberal Agency Contract.
A Free Circularization Bureau.
Whole Hearted Co-operation of the Home Office.
A Liberal Substandard Department.
The Numerical Rating System.

Agency Openings for PRODUCERS

The Shenandoah Life Insurance Co., Inc.

ROANOKE, VIRGINIA

The Agents' Company—The Policyholders' Company

On Agency Matters Address—The Agency Manager, W. F. MACALLISTER

THE COMPANY OF SUCCESSFUL SALESMEN— BANKERS LIFE

GEO. KUHN PRES.



DES MOINES

American National Insurance Company OF GALVESTON, TEXAS

W. L. MOODY, JR.
President

SHEARN MOODY,
Vice-President

W. J. SHAW,
Secretary

SEMI-ANNUAL STATEMENT JUNE 30, 1922.

ASSETS		LIABILITIES	
Real Estate Owned.....	\$ 937,224.46	Net Reserve (American Experience 3 and 3 1/2 %).....	\$10,438,249.92
Mortgage Loans (First Lien) ..	4,857,864.45	Reserve for Death Losses in process of Adjustment, or Adjusted and unpaid.....	35,633.00
Collateral Loans	25,000.00	Reserve for Taxes, etc.....	58,293.06
Loans Made to Policy-holders (on this Company's Policies) ..	1,399,180.76	Unearned Interests.....	19,070.48
Bonds	3,739,332.94	All other liabilities.....	169,706.89
Cash in Banks.....	1,348,642.85	Capital Stock.....	\$ 500,000.00
Certificates of Deposit.....	18,781.00	Assigned Funds.....	247,507.00
Interest Due and Accrued.....	267,931.44	Surplus	1,361,409.55
Deferred and Uncollected Premiums (Less Loading).....	258,909.09	Surplus Security to Policy Holders	2,108,916.53
Premiums actually collected and in transmission to Home Office	37,032.91		
Total Assets.....	\$12,849,869.90	Total	\$12,849,869.90

Ordinary and Industrial Life Insurance in Force, \$165,613,035.00

Operates in Nineteen States and the Republic of Cuba

"ANCHOR TO THE ANICO"

THE CONNECTICUT MUTUAL LIFE INSURANCE COMPANY

1846

Hartford, Conn.

1922

What Is Service?

The progress of this Company for more than seventy-five years has been accomplished on the basis of true mutuality and the broad principle of the most complete and perfect life insurance protection possible.

Through the medium of individual service of a high character, "Public Demand" has been interpreted as the fulfillment of individual needs.

Connecticut Mutual life insurance protection is complete and satisfactory; specifically adapted to particular needs.

Splendid Business Openings

for three live insurance men, big enough to qualify for
Ground Floor General Agencies
for one of the best companies.

Northwestern National Life Insurance Co.

HARRY WOOD BLOUNT, *State Agent for Illinois*
740 Continental & Commercial Bank Bldg. Chicago, Ill.

WANTED

One of the Standard Legal Reserve Life Insurance Companies,—Location Middle West, wishes two reliable representatives to do special Field work in Illinois and Indiana. Salary and Commission. None but producers need apply—new and up-to-date policy forms—hard to beat! Reference required. For detailed information address B-39 care of the National Underwriter.

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

The Capitol Life Insurance Co. of Colorado

Clarence J. Daly, President
Denver, Colorado

INDIANAPOLIS LIFE INSURANCE COMPANY

OPERATING IN

Indiana, Illinois, Michigan, Texas, Florida and Minnesota

NOTED FOR

Large Annual Dividends, Modern Policies, Clean Record

FRANK P. MANLY, President

referred to some of the points brought out at his company's agency convention. One of these was that life insurance men are selling the most stable article on the market, as proved by the fact that it formed the most dependable estate a man can leave. It is not quoted one day at one price and the next day at a lower or higher price. Another was that a life insurance policy was a greater safeguard to the intentions of the owner of property than a will.

The next meeting of the local association will be held the first Saturday in November, and the present plan is to devote the hour to discussing case methods and interchanging ideas on what constitutes overloading a client.

* * *

Grand Rapids, Mich.—At the last meeting of the Western Michigan Association, the principal talk was given by G. Arthur Andrews, principal of the Central High School, who spoke on "The Money Value of Training." Members of the association who touched upon various phases of the subject were Herman Buff, Harry M. Truesdell and T. J. Henderson. J. D. Goldsmith, secretary-treasurer of the Kalamazoo unit of the association, also spoke. W. Merrill Eastcott is president of the Western Michigan Association, and a series of splendid meetings is planned for this winter.

* * *

Indianapolis, Ind.—The first fall meeting of the Indianapolis association was held Thursday following a noon luncheon. Action was taken to hold the monthly meetings on Thursday this year instead of Saturday. President G. S. Wainwright spoke briefly on his hopes and ambitions for the association during the coming year. He wants to see the membership largely increased, naming 500 as a possible goal. He urged that there be developed a larger appreciation for each other on the part of ordinary and industrial insurance agents. Mr. Wainwright is superintendent of the Metropolitan and there is certain to be a strong interest on the part of industrial men in the Indianapolis association during his administration. He is an enthusiastic believer in life insurance and has a keen sense of the responsibility which rests on any man who sells life insurance. He referred in highly commendatory terms to the value derived by himself and associates from the Toronto convention and said that he hopes to see enough Indianapolis men go to Chicago next year when the National Association meets there to make it necessary to charter a special train.

E. E. Webster, agency manager of the Indiana National Life, gave a report on the Toronto convention, emphasizing some of the selling talks and arguments that had been brought out in that meeting. He seconded Mr. Wainwright's appeal for a large interest this year in the Indianapolis association. There was an unusually good turn-out of members at the meeting last week.

* * *

Waukesha, Wis.—At the monthly meeting of the Waukesha county association, R. P. Thierbach spoke on "How to make a profession of the business of life insurance."

Mr. Thierbach is a member of the agency department of the Northwestern Mutual Life of Milwaukee. He emphasized the fact that the life insurance agent is a teacher of health, thrift and good citizenship. A dinner preceded the business meeting of the association. A number of visiting agents attended the meeting.

* * *

Detroit, Mich.—Dr. G. B. Van Arsdale, agency instructor of the Equitable Life of New York, will address the Detroit Association, Tuesday evening, Oct. 17.

John Johnson, general agent of the Detroit branch of the Equitable, will talk on "What Are You Thinking

About?" Frank Hayes of the Phoenix Mutual has made quite a study of business and inheritance tax insurance. He will analyze several cases, large and small, that he has prepared, presented and closed.

Milton L. Woodward, chairman of the entertainment committee, in the call for the meeting, stated that new members would be welcome and asked that all members get busy without delay and bring in an application.

"Is \$8 a year, 65 cents a month, about 2 cents per day, too much to belong to the Detroit Life Underwriters? If it is not, bring in a new member," he says.

* * *

Kansas City, Mo.—If life associations want to know how to promote fellowship among their members, let them put on an all-day Good Fellowship Competition, on the golf links. Kansas City tried that, and it was a grand success. The meet was held at Blue Hills Golf Club, the committee on arrangements consisting of H. M. Tufts, Daniel Boone, Jr. and Sam C. Pearson. A sizable group went to the links early and played a round of 18 holes before noon, the prizes for this play being given to Gordon Deichmann with an 86, and to two who tied for runner-up with 90, A. D. Bonfield and Howard Tufts. Mr. Tufts played around again in the afternoon with a larger field, and won the medal score prize, with an 87, Fred Chesney being second with 89. John Dickinson came in with 142, the high score, for his first experience with golf, and C. R. Mathews, president of the Kansas City association, had the highest score for one hole, his grief coming on the first hole, with 14. Ira P. Mapes won the putting contest, and George Metzger and G. W. McClung of Topeka tied for second prize as putters. Fifty-five men sat down to a sumptuous dinner, where there was no speeches, but a rattling good time.

The business sessions of the association will be resumed this month, when the study courses will again be taken up, that proved so helpful last winter.

* * *

Philadelphia Pa.—The publicity committee of the Philadelphia association decided last Friday to establish a speakers' bureau composed of credit men and business men (not insurance underwriters) to speak on the value of business life insurance at weekly luncheons and other gatherings of business men, particularly in the center of the city. It was felt this would be far more effective than notices in the newspapers.

The Philadelphia association will hold its first meeting of the fiscal year the latter part of this month on a date not yet decided. Three monthly luncheon meetings and three monthly evening meetings will be held during the season, in addition to the one-day sales congress in the spring. One of the features at each of these meetings will be reports on the standing of contestants in the salesmanship contest, details of which were announced at the closing meeting of the summer. Two handsome trophies, silver cups, will be awarded to the winners by the Philadelphia agency of the Mutual Life.

The association's Boy Scout committee, under the able leadership of "Clay" Hunsicker, ex-president and ex-scoutmaster, has begun its humanitarian work of canvassing the churches of the city in a campaign to "sell" the scout idea, organize more troops and obtain much-needed leaders. According to Mr. Hunsicker, the work of making boys into citizens means far more to the underwriter and brings him more satisfaction than the amount of business he is able to roll up. The committee is not yet large enough to cover all the ground assigned to it, and Chairman Hunsicker is making an appeal for additional volunteers.

AGENCY MAN

WANTED: A city agency man in Home Office city by an established middle western company. One capable of financing and developing a strong agency force. Good first year and renewal commissions, including overriding on business of sub-agents. An exceptional opening for the right man. Give [1] Age; [2] With what companies been connected; [3] Reasons for change; [4] Record as personal producer; [5] Record as an agency organizer; [6] Education. University man preferred. Address B-91, care The National Underwriter.

Q We write only one Agency contract for all agents. It is described in a little booklet which you may have for the asking.

Guardian Life
Insurance Company

Home Office, Madison, Wis.

HOME LIFE INSURANCE CO. NEW YORK

WM. A. MARSHALL, President

The 62nd Annual Report shows:
Premiums received during the year 1921.....\$6,990,547
Payments to Policyholders and their beneficiaries in Death Claims, Endowments, Dividends, Etc.4,740,340
Amount added to the Insurance Reserve Funds.....2,121,307
Net Interest Income from Investment (\$642,638 in excess of the amount required to maintain the reserve).....1,964,050

Actual mortality experience 53.44% of the amount expected.

Insurance in Force.....\$223,116,867

Admitted Assets.....43,222,328

FOR AGENCY APPLY TO

W. A. R. BRUEHL & SONS

General Managers

Central and Southern Ohio and Northern Kentucky

Rooms 801-806 The Fourth Nat. Bank Bldg.

CINCINNATI, OHIO

HOYT W. GALE

General Manager for Northern Ohio

229-233 Lender-News Building

CLEVELAND, OHIO

FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet

"Suggestions for Increasing Your Income"

and would be pleased to send a copy to every Life, Fire and Accident Agent in

Ohio, Illinois and Kentucky

Rates Reduced

Premium rates reduced September, 1920

All leading forms of policies written.

Best of contracts to agents.

Two general Agencies open in Iowa.

Write for information.

LOUIS H. KOCH, President

National American Life Insurance Co.

Burlington, Iowa

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc., Supplementing the "Unique Manual-Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

FIDELITY MUTUAL'S CHANGES

New Rates and Some Alterations in Plan for "Income for Life" Policy and Disability Clause

The Fidelity Mutual Life has announced a few changes in its "income for life" policy and the disability clause. The life income endowment policies are now based on units of monthly income and not on units of \$1,000 face amount. The rates are slightly reduced and the face amount lowered slightly for the same amount of monthly income. The disability clause has been changed to cover disability occurring up to age 65 instead of age 60. The waiver of premium, if disability occur beyond age 65, is eliminated. The new clause also provides that the disability income allowed before the maturity date of the policy, whether single or double disability, will continue for life if disability continues. Annual premium rates for each \$10 monthly income at five-year intervals are as follows:

Maturity Age	50	55	60	65	75
Ins. Without Disability	\$1,880	\$1,700	\$1,520	\$1,340	\$1,000
20.....	\$57.25	\$44.18	\$24.84	\$27.91	\$18.64
25.....	70.97	53.02	40.81	32.13	21.27
30.....	92.04	65.74	49.08	37.80	24.11
35.....	127.69	85.20	60.89	45.56	28.20
40.....	199.45	118.00	78.96	56.74	33.69
45.....	183.75	109.27	73.67	41.31
50.....	169.31	101.81	52.19
55.....	156.53	68.25
Ins. With Disability					
20.....	\$58.57	\$45.57	\$36.36	\$29.67	\$20.35
25.....	72.50	54.63	42.58	34.20	23.29
30.....	93.84	67.62	51.17	40.28	26.52
35.....	129.83	87.45	63.38	48.56	31.12
40.....	202.12	120.77	82.04	60.47	37.31
45.....	187.25	113.15	78.43	45.94
50.....	174.43	108.12	58.35
55.....	165.42	77.00

Provident Life & Trust

A new rate book has been issued by the Provident Life & Accident of Chattanooga, Tennessee, and it has now been distributed among its agents. It is very complete as it contains many more policies than have ever been included in any of its rate books heretofore, and contains many additional benefits. The rate book not only contains the rates and values of the seven standard forms, but also on the half-premium policy for the first ten years, the accelerated limited payment life policy, continuous premium and twenty payment endowment at 65, select risk ordinary life, five and ten year term policies, and ordinary and twenty payment joint life policies. It is expected, with this fine array of policies, that the company will be able to increase its business very materially.

It should also be mentioned that to any of these policies may be added either one of two disability benefits—the simple waiver of premium benefit, or the waiver of premium, and the \$10 a month annuity.

Farmers National

The Farmers National Life has now withdrawn entirely from the field of participating life insurance. The company has been reducing the volume of participating insurance and increasing the non-participating until the policies for the past fiscal year have been over 97 percent on the non-participating plan. President John M. Stahl has now sent notice to all agents and state departments that no participating forms will be issued after Oct. 31.

Bankers Reserve Life

On page 573 of the "Little Gem Life Chart" figures of the annual statement for the Bankers Reserve Life of Omaha are in error. The correct figures as of Dec. 31, 1921, are: Admitted assets, \$11,754,269; total liabilities, \$10,375,273; total surplus, \$1,378,996; net reserve, \$9,591,773.

How Great Is Your Production?

Whether it is large or small, it can be increased.

Among your prospects are many who will be turned away—rejected as unfit—also many children who are too young.

The Medical Life accepts impaired risks, adopting an extremely liberal attitude toward them. The Medical Life also writes Child's Endowment. This eliminates all waste in sales efforts for its men.

Write us, ask us to explain how your production can be made a full one hundred per cent efficient—how you can cash in on the business you now lose.

"Life Insurance for Everyone."

The MEDICAL LIFE

Insurance Company of America

WATERLOO, IOWA

E. E. BROWN
Agency Supervisor

I. G. LONDERGAN
Secretary



The Acacia Mutual Life Association

This Did Not Happen by Chance

New Insurance Issued in 1921.....\$ 42,448,000.00
Gain in Insurance in Force.....30,124,750.00
Insurance in Force Dec. 31, 1921.....101,222,295.00
Assets.....4,613,494.57
Increase in Assets.....1,516,954.00
Increase in Reserve.....1,282,156.00
Increase in Surplus.....225,575.00

Unexcelled Life Insurance Protection—Lowest Net Cost
Absolute Security — Perfect Service — Square Dealing
A Satisfied Field Force
William Montgomery, Pres. Homer Building, Washington, D. C.

ROYAL UNION MUTUAL LIFE Insurance Company

DES MOINES, IOWA

Incorporated 1886

FRANK D. JACKSON, President

SIDNEY A. FOSTER, Secretary and Vice President

WANTED District Managers for Lima and Cincinnati, Ohio

Write for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company

ADDRESS B-60

Care of the National Underwriter



Southland Life Insurance Co.
DALLAS, TEXAS

The Progressive Company of the South
HARRY L. SEAY, President

Philadelphia Life Insurance Company

Home Office Building: 111 NORTH BROAD ST., PHILADELPHIA, PA.

President
CLIFTON MALONEY

Only high-type men and women can obtain contract to represent this company.

For Salesmen and Saleswomen of such type we have an interesting contract to offer, backed by real co-operation.

JACKSON MALONEY
Vice-President

A. MOSELEY HOPKINS
Manager of Agencies

New England Mutual Life Insurance Company

Boston, Massachusetts

New Insurance Paid-for, 1921 . . . \$ 82,072,020
Gain in Insurance-in-Force . . . 48,641,846
Total Insurance-in-Force . . . 609,415,082

New England Agents Write Persistent Business

HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

PROTECTION FOR THE ENTIRE FAMILY

This Company issues all modern forms of policy contracts from age 3 months next birthday to 60 years.

Industrial policies are in full immediate benefit from date of issue.

Ordinary policies contain a valuable Disability clause and are guaranteed by State Endorsement.

GOOD CONTRACTS FOR LIVE AGENTS

Executive Offices, No. 506 Walnut Street, Philadelphia, Pa.

BASIL S. WALSH, Pres. JOSEPH L. DURKIN, Secy. JOHN J. GALLAGHER, Treas.

CONSERVATION OF BUSINESS

We are reinstating, revamping and cleaning up indebted policies for a number of Life Companies, thus standardizing and conserving the business, increasing the income, preventing lapses, and keeping the policyholders satisfied, and at practically no expense to the Companies.

Our references cover eighteen years of satisfactory service, and we respectfully solicit your patronage.

THE OTIS HANN COMPANY, Inc.

10 So. LaSalle St.

Chicago, Illinois

Who Are 12 Greatest Life Insurance Men?

A PROMINENT general agent sends THE NATIONAL UNDERWRITER the following query:

"Who are the 12 greatest living men in life insurance work in this country?" He makes the beginning by giving his opinion as to the 12 leading life insurance men. They are as follows:

Darwin P. Kingsley, President New York Life.

Haley Fiske, President Metropolitan Life.

Morgan G. Bulkeley, President Aetna Life.

Winslow Russell, Vice-President Mutual.

E. E. Rhodes, Mutual Benefit.

Charles Jerome Edwards, manager Equitable, New York City.

Darby A. Day, manager Mutual Life, Chicago.

Chas. W. Pickell, Manager Massachusetts Mutual, Detroit, Mich.

George Parks, Manager Massachusetts Mutual, Providence, R. I.

Harry B. Rosen, agent New York Life, New York City.

Dr. Charles E. Albright, agent Northwestern Mutual, Milwaukee, Wis.

Edward A. Woods, manager Equitable of New York at Pittsburgh.

THE NATIONAL UNDERWRITER will leave the question open for any others who desire to express their opinion. No names will be printed as to those answering the question as it naturally might be embarrassing. However, a vote on this question would be of great interest. Let the returns come along to make an interesting symposium of opinions.

* * *

THE NATIONAL UNDERWRITER submitted this question to a company official. He omitted his own name from the list which is:

Darwin P. Kingsley, New York Life.

Haley Fiske, Metropolitan.
E. E. Rhodes, Mutual Benefit.
H. B. Rosen, New York Life.
E. A. Woods, Equitable Life of New York.

Dr. C. E. Albright, Northwestern Mutual.

Winslow Russell, Phoenix Mutual.

M. J. Cleary, Northwestern Mutual.

Darby A. Day, Mutual Life.

J. I. D. Bristol, Northwestern Mutual.

Donald H. Clark, Mutual Benefit at Detroit.

Arthur F. Hall, Lincoln National Life.

Des Moines Building Work

Home office building operations are interesting several Des Moines companies these days. Last week the demolition of buildings at Sixth and Locust streets, which is Des Moines' "busy corner," began and foundation work will shortly begin for the fine 18-story building which will be the home office of the Equitable Life of Iowa, and which is expected to be the finest building in the state. The Central Life is also expecting to be housed in its own new building some time next year and the Western Life, whose home office building on Sixth avenue burned down on Christmas eve last year, and which has struggled along since then with temporary quarters in the Victoria Hotel building, expects to get into its new building on the site of the old one by Dec. 1.

Bryan Goes to Detroit

H. A. Bryan of Des Moines, who was treasurer and assistant secretary of the American Life of Des Moines prior to its merger of the Northern Assurance of Detroit with that company, leaves Des Moines Friday of this week to become assistant to President Clarence Ayres of the American Life at its home office in Detroit.

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

Assets - - 21,400,000.00

ODELL, NEBR., August 26, 1922.

Bankers Life Insurance Co.,
Lincoln, Nebr.

GENTLEMEN: I am pleased to acknowledge receipt of your draft for \$289.69 through your general agent A. H. Gray, being the surplus earned on my twenty-year policy which matured this day.

I paid your company \$524.00 in the twenty years; with my surplus of \$289.69 and my paid up policy for \$1,000.00, I am now worth \$1,289.69, a profit to me of \$765.69. Besides my policy will pay me a dividend each year from now on as long as I live and pay my estate the \$1,000.00 at my death.

I am well pleased with the settlement and will be glad to recommend your company to any one wanting insurance.

Thanking you for your prompt and liberal settlement, I am

Yours respectfully,

ANNA SKINKLE.

If interested consult one of our agents or write Old Line Bankers Life Insurance Co. of Nebraska, 14th and N Streets, Lincoln Nebraska.

TWENTY PAYMENT LIFE POLICY

Matured in the

OLD LINE BANKERS LIFE INSURANCE COMPANY

of Lincoln, Nebraska

Name of insured.....Anna Skinkle

Residence.....Odell, Nebr.

Amount of policy.....\$1,000.00

Total premiums paid.....524.00

SETTLEMENT

Total cash paid Anna Skinkle.....\$289.69

And a paid up participating policy
for \$1,000.00

If interested in an agency or policy contract write Home Office, Lincoln, Nebraska

CHICAGO AGENTS SHY AT GRAPHIC METHODS

This Method of Approach Un-
popular in That
City

INAPPROPRIATE APPROACH

Most Believe It Surest Way to Lose
Rate, Except With Prospect
Known Very Well

Graphic methods of opening the interview, strongly stressed at the recent Toronto convention, do not meet with a great show of favor from Chicago life underwriters. The general opinion of these agents seems to be that these are mostly "convention" methods, are theoretical and not practical, and are seldom put into use except with the sale of a policy to a friend or well-known prospect. It is further believed that the presentation of this form of approach can become dangerous in that young agents, new to the business, can ruin their sales methods by attempting to follow the suggestions. Several of the leading producers and managers of Chicago were asked for their views and with few exceptions condemned at least the teaching of these methods, if not the practice.

Profession Needs Dignity

The first objection raised to the use of such methods is that it detracts from the dignity of the profession at a time when too much cannot be done to build and add to this phase of the work. The life insurance profession is emerging from a period of disrepute in the eyes of a large part of the public and is now assuming a place of prominence and dignity among the factors in public service. Any aid that can be found for increasing the public regard is to be sought and any force that will detract from this result is to be evaded. As Alfred MacArthur, general agent for the National Life, U. S. A., and leader of all agents in that company, being one of the "million dollar" men, has said, "The public has looked down on the profession all too long and the man who tries such methods of approach is classed with the memories of the past." Mr. MacArthur is writing in the millions each year and is achieving this enviable record through selling methods devoid of all such "tricks" as he calls it.

One Big Producer's Idea

Mr. MacArthur continued, saying, "Graphic methods of opening an interview do not constitute an appropriate approach. It belittles the dignity of the profession which is in need of all the up-building it can obtain. It is not many years since the business was the melting pot for scores of misfits from other professions, failures in other lines, men who in many cases bled and deceived the insuring public. With these

days in mind, there is need of using the greatest care in our approach in order that we can maintain our growing recognition from our prospects—those of us in the business can still find those who have the old conception of the life agent and approaches in such cases are not always fruitful or pleasant. The agent who tries these so-called 'Graphic Methods' is classed with these former days. He is the type of man who uses shot-gun methods—whereas the use of a rifle would be cleaner and carry better results. In fact these 'tricks' are disrespectful to the prospect, being an abuse to his mental ability. Of course, I realize that what I say may not apply in all places, for Chicago has unique conditions and while I believe this to be the situation in this city, it may not be true of other places. It is very evident that a life agent who is a success in other places may be a failure in Chicago and vice versa, but personally and for Chicago I do not believe these methods are profitable."

Chicago Is Different

The fact that Chicago conditions require entirely different methods and cannot be taken as a criterion of conditions in other sections of the country is brought by several. J. A. Campbell, manager of the central branch of the New York Life, the branch office that

has for several years led all agencies of the company, emphasized this point. He said that one very outstanding example was to be found in a former member of his staff who was practically a failure in Chicago, but when sent into Oklahoma he became a leader among members of the company's \$200,000 club within a year. Mr. Campbell said that although he could not make any statement regarding the use of such methods generally, as he is only in a position to study selling conditions in the Chicago field, he does not believe that they are used to any appreciable extent or could be used to great profit. While the small town or country prospect is able to give the agent as much time as desired and is more susceptible to novel methods, the Chicago business man desires only a straight-forward, business-like approach, quickly consummated and opened without subterfuge. Robert F. Shafer, one of Mr. Campbell's leading producers and one of the New York Life's \$500,000 men, expressed similar views. He said that the business man appreciates the salesman who comes right to the point, with all cards on the table and states his business at once. Unique methods of attracting attention are not necessary, as the business man is interested in anything worth while that can be offered without a waste of

time. Mr. Campbell has one producer who makes use of a "semi-graphic" plan of opening the interview, but this is a plan which is novel and at the same time is of positive general interest and the prospect is apprised of the nature of the salesman's business. This agent makes one cold canvass a day to "keep in fighting trim" and has found it profitable to make that approach on the idea of selling a "memory" policy—that is, a policy sold on the basis of the wife's birthday and wedding anniversary, two important but often forgotten days, the idea being that the premium payments will always remind the policyholder of the occasion. It is a unique plan and still does not come entirely within the scope of the discussed plans. It is more a graphic method of approach than a graphic method of opening an interview.

Viewed as Subterfuge

Some question is raised as to the extent to which the term "graphic method of opening an interview" applies. It was implied that the term covered only the unique methods of grasping the prospect's attention at the break of the interview and whipping him into line before he realized that he has been sold an insurance policy. Some agents have called it cold-blooded salesmanship, in

AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.
Established 1899

HERBERT M. WOOLLEN
PRESIDENT

FIDELITY LEAD SERVICE

brings the agent into contact with interested buyers of life insurance. Last year we distributed 47,604 direct leads—all interested prospects who had requested information. In 1921 this service, and Fidelity's original policy contracts, brought us within 7½% of the unparalleled new business result of 1920.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$223,000,000. Faithfully serving insurers since 1878.

A few agency openings for the right men.

FIDELITY MUTUAL LIFE
INSURANCE COMPANY,
PHILADELPHIA
Walter LaMar Talbot, President

Northwestern National Life Insurance Company

MINNEAPOLIS, MINNESOTA

Mutual, with unexcelled dividend factors.

Mortality 1921, 44%.

Interest earned upon mean invested assets 6.03%.

Assets of \$109 to each \$100 of liabilities.

Business in force 1917, \$54,193,000

Business in force 1921, \$139,868,000

Excellent direct general agency contracts available for
Central and Southern Ohio, Utah, Oregon and
Northern California

Having recently entered the States of
Texas and *Minnesota* we have desirable
territory open for General Agencies

Address Home Office

CENTRAL STATES LIFE

Insurance Company

St. Louis, Mo.

"Financial Status Unsurpassed"

says The Insurance Almanac in its review of the progress and activities
of THE GUARDIAN LIFE.

The same thing could be said for the service which this Company
renders to its field force and policyholders. THE GUARDIAN's broad, pro-
gressive program of Agency Co-operation and Service to Policyholders
is unsurpassed by any other company, and equalled by few.

If you want to know the whole story of what this Company is
doing for its field force, address:

T. LOUIS HANSEN, Vice-President, or GEORGE L. HUNT, Superintendent of
Agencies.

The Guardian

Life Insurance Company

OF AMERICA

Established 1860 under the Laws of the State of New York

Home Office: 50 Union Square, New York

which there is no professional skill shown, only the mental superiority of the salesman. Some have called it a trick or subterfuge. As Jules Girardin, of the Phoenix Mutual, one of the outstanding figures of the Chicago life insurance fraternity, has said, it is "convention stuff." Mr. Girardin said that it is a plan of attack that is used once in a thousand interviews and worked successfully one time, with the result that the agent using it was willing to suggest it as a working plan, possibly the reason for his success. He said that it is used mostly on the convention platform. Mr. Girardin believes that the successful way to make the approach is to go in to the prospect in a quiet way, see if he is susceptible to the policy and then sell him—always doing the latter.

E. C. Platter, assistant to General Agent L. Brackett Bishop of the Massachusetts Mutual, said that he does not use such methods, nor does he know of anyone who does. He said that it does not seem that anyone would accomplish much with it or even be able to hold the interest and respect of the prospect. He said that one would have to be in mighty close contact with a friend to make use of such means. Mr. Platter believes that the real purpose of life insurance salesmanship, the selling of life protection or, in some cases, the greatest investment possible, must be constantly kept in mind and the sincere approach on such a basis could not be made without the serious and business-like opening that is usually found. Although the attention is attracted without question, there is danger of losing the real interest. The only agent in Mr. Bishop's office that approaches the use of graphic methods is W. S. Crozier, who opens his interview in the case of a cold canvass with the presentation of a card bearing the salient features of a certain policy, but again this is not one of the "trick" methods.

Two Uses of Term

Dr. H. C. Castor, general agent for the Connecticut General, is likewise not in favor of such methods used as openers. He said that they are impracticable. He said that life insurance salesmanship is one of the most difficult of all phases of business to bring within the scope of any set rules or system, but that the most successful salesmanship will not be found among those using these crude methods of getting the attention of the prospect. A. C. Biederman of the Equitable Life of New York said he does not use it and does not need it. He said that if he can't get the attention of the prospect by personal approach, he doesn't believe that he could talk sincerely about the life program. The agent is selling a life program and supplying the insurance needs of the prospect and thus must have the full confidence in full sincerity. Graphic methods of opening the approach take away from the dignity of the approach and the business. The other use of the term, the discussion of the proposition on a graphic basis, is used to some extent by Mr. Biederman, in that he usually maps out a proposed life program for the prospect and talks it over using pencil and paper. John H. Stevens, assistant to General Agent Drake of the National Life of Vermont and last year president of the Chicago Life Insurance Field Men's Club, is similarly of the opinion that the term is misapplied. He said

that graphic methods as applied to the use of pencil and paper and presentation of new ideas during the course of the interview are constantly used by him, but that as for opening the interview, no such methods are used or believed as feasible.

Fred S. Kingore of the Pacific Mutual is likewise not in favor of these methods. Mr. Kingore is specializing in business insurance and inheritance tax insurance and, together with Mr. Roberts, also of the Jens Smith agency, has built a good renewal income. Through all his field work, however, Mr. Kingore has always followed the principle of making a straightforward, business-like approach, without a waste of the prospect's time and yet without using new schemes for rushing them through prematurely.

Is Used to Some Extent

H. S. Standish, assistant manager for the Union Central, did not wholly agree with the others, saying that such methods are used, though only in cases where the prospect is well known. Mr. Standish said that life insurance salesmanship is wholly without the province of systematizing and thus no set rules could be applied. Each agent must develop his own methods and be made or broken accordingly. Some could not use such methods, others could. They are valuable when approaching one who is well known, and Mr. Standish said that all his prospects are well known before the selling approach is made, and at such times aid in bringing the entire deal to the point. He said, however, that there is a danger in presenting these methods from the platform as a novel system for the use of all agents, as the younger agent, the newcomer to the business is apt to attempt to imitate 100 percent, with total failure as a possible result. The agent must be a great psychologist and be able to judge his prospect so as to know just what kind of an approach to make and when to make it. Such a rule, Mr. Standish believes, would enable many to make frequent use of graphic methods on those with whom they are very familiar.

Fidelity Mutual Staging Contest

The Fidelity Mutual Life has divided its agencies throughout the country into nine groups for the allotment contest which began Oct. 1. A beautiful silver cup, similar to those awarded at the annual convention in Atlantic City, will be presented as the trophy of victory to the winner in each of the groups, providing the winning agency, irrespective of its allotment standing on Sept. 30, fulfills its allotment for October, November and December, plus 20 percent.

Frank H. Sykes, manager of agencies, in announcing the contest, said: "Our results in September show plainly that we are on the up grade in the matter of production, and the outlook is improving every day."

Madison Agency Meet

About 50 agents of the Northwestern Mutual gathered at Madison, Wis., last week for the annual roundup of the Madison district of the company, P. H. Evans and M. H. O. Williams being present from the home office. The two-day convention, which was held Thursday and Friday, closed with a banquet at the Madison Club on Friday evening, with M. J. Cleary, vice-president of the company, as the principal speaker.

BUILD YOUR OWN BUSINESS

Under Our Direct General Agency Contract

Our Policies Provide for

Double Indemnity Disability Benefits
Reducing Premiums

SEE THE NEW LOW RATES

ORGANIZED 1850



INSURANCE CO.

66 BROADWAY

NEW YORK

Participating Insurance At Non-Participating Rates

ORDINARY LIFE
(Minimum Policy \$5,000)

Rates per Thousand			
Age	Premium	Age	Premium
21.....	\$14.24	39.....	\$24.44
22.....	14.57	40.....	25.40
23.....	14.92	41.....	26.40
24.....	15.28	42.....	27.48
25.....	15.66	43.....	28.62
26.....	16.06	44.....	29.83
27.....	16.49	45.....	31.12
28.....	16.93	46.....	32.50
29.....	17.43	47.....	33.97
30.....	17.98	48.....	35.53
31.....	18.54	49.....	37.21
32.....	19.14	50.....	38.99
33.....	19.78	51.....	40.88
34.....	20.46	52.....	42.90
35.....	21.17	53.....	45.07
36.....	21.91	54.....	47.37
37.....	22.71	55.....	49.82
38.....	23.56		

MANAGERS WANTED

James A. Fulton, Agency Manager
Philip Burnet, President

Continental Life Insurance Co.
Wilmington, Delaware

ACTUARIES

DONALD F. CAMPBELL CONSULTING ACTUARY

343 S. Dearborn St.
Telephone Harrison 3384
CHICAGO, ILL.

L. A. GLOVER & CO. Consulting Actuaries Life Insurance Accountants Statisticians

29 South La Salle Street., Chicago
Successors to Marcus Gunn,
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810-813 Hume-Mansur Bldg.
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Chemical Building ST. LOUIS, MO.

T. J. McCOMB COUNSELOR AT LAW CONSULTING ACTUARY

Premiums, Reserves, Surrender Val-
ues, etc., Calculated. Valuations and
Examinations Made. Policies and all
Late Insurance Forms Prepared.
The Law of Insurance a Specialty.
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Tel. Walnut 3761 DES MOINES, IOWA

JOHN E. HIGDON } Actuaries & Examiners JOHN C. HIGDON }

600 Gates Building
Kansas City, Mo

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CON- GRESS OF AUGUST 24, 1912.

Of The National Underwriter, Life Insurance Edition, published weekly at Chicago, Ill., for October, 1922.
State of Illinois,
County of Cook,

ss.
Before me, a Notary Public in and for the State and county aforesaid, personally appeared John F. Wohlgenuth, who, having been duly sworn according to law, deposes and says that he is the business manager of the National Underwriter, Life Insurance Edition, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, The National Underwriter Co., Cincinnati-Chicago-New York.
Associate editors, H. J. Burridge, F. A. Post, Chicago, Ill.

Managing Editor, C. M. Cartwright, Evanston, Ill.

Business Manager, John F. Wohlgenuth, Hinsdale, Ill.

2. That the owners are (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 percent or more of the total amount of stock): The National Underwriter Co., Cincinnati-Chicago-New York; E. J. Wohlgenuth, Cincinnati, Ohio; John F. Wohlgenuth, Hinsdale, Ill.; R. E. Richman, Cincinnati, Ohio; G. W. Wadsworth, Chicago, Ill.; C. M. Cartwright, Evanston, Ill.; H. J. Burridge, Chicago, Ill.; H. M. Diggins, Cincinnati, Ohio.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also in case where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and that any other persons, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities as so stated by him.

John F. Wohlgenuth.

Sworn to and subscribed before me this 29th day of September, 1922.

(Seal) Edna Nason,
Notary Public.
My commission expires October 31, 1925.

Observe "President's Month"

October has been set aside by the Provident Life & Accident of Chattanooga as "President's Month" in honor of President Robert J. Maclellan and it is expected that all previous production records will be broken. A business boom has already been felt by the company immediately following the settlement of the various strikes and the railroad department announces that the first week in October was the second largest in the history of that department from a production standpoint.

New Disability Clause

Two years ago this Company devised a Disability provision which was far in advance of any that had been previously contained in a life insurance policy. We now announce a new Disability provision. Its features are:

Immediate beginning of a lifelong monthly income.
When total and permanent disability has lasted five years, the monthly payment will thereafter be increased 50%.

When total and permanent disability has lasted ten years, the original monthly payment will be increased 100%.

Total disability that has lasted three months will be assumed to be permanent.

Waiver of premium, of course, together with full annual dividends and a full annual increase in cash surrender value.

As age increases, and the family income dwindles through diminishing resources, the disability income increases to meet the increased need of income.

For terms to producing Agents address

The Mutual Life Insurance Company of New York

34 Nassau Street, New York

Incorporated in 1862 in the Commonwealth of Massachusetts

Named JOHN HANCOCK in honor of the first Governor of Massachusetts, and first sign of the Declaration of Independence.

In 60 years it has grown to be the largest fiduciary institution in New England.

Policies made secure by reserves maintained on the highest standard with an adequate Contingent Fund providing protection against all emergencies. Total Assets, \$239,693,000; Policyholders' Reserves and all Other Liabilities, \$226,361,000; Contingent Fund, \$13,332,000.

Policy contracts include all equities and options.

Business done through agents. Information and advice on any matter relating to life insurance are available at any time through the Agencies or Home Office of this Company.

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON MASSACHUSETTS



"SAFE AS A GOVERNMENT BOND"
The OHIO STATE LIFE
LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS
Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus



17,651 CLAIMS PAID IN 1921

Most of the 17,651 claimants to whom we paid indemnity of \$1,107,718.38 for loss of time from injuries or illness are still adding regularly to their life insurance. These drafts are delivered by our own salesman ready to avail himself of a cordial introduction to the claimant's friends, or to provide the claimant himself with the additional life protection he intends to take sometime.

We can use more good men to help deliver the 20,000 claim drafts we will issue during 1922. If you want to make MORE MONEY a letter with satisfactory references will bring you full particulars.

BUSINESS MEN'S ASSURANCE COMPANY
W. T. GRANT, President KANSAS CITY, MISSOURI



To the Man Who Is Willing—and WILL

We are prepared to offer unusual opportunities for money-making NOW and creating a competence for the FUTURE

For Contracts and Territory, Address

H. M. HARGROVE - President
Beaumont, Texas

Added Agency Opportunities

Advantageous agency contracts are open to men of established ability and integrity. Standard policy forms are now issued to male risks between the ages of 10 and 60 and to female risks between the ages of 15 and 60.

The entering of extensive additional territory is contemplated during the current year.

CONTINENTAL LIFE INSURANCE COMPANY

ST. LOUIS, MISSOURI

EDMUND P. MELSON, President

J. DE WITT MILLS, Secretary

More agents read The National Underwriter than any other weekly newspaper of insurance. There are reasons—plenty of them. Our subscribers know.

The Close of the Day's Work

WHEN you begin to figure up your earnings and recall the several reasons for failures during the past year, you then more than any other time keenly realize the importance of a helpful constructive home office service that trains you to overcome such failures.

One of the vital elements which makes your day profitable is a harmonious working arrangement with home office officials and a direct co-operative spirit generously given.

All this and more we constantly strive to give our agents. This coupled with good policy contracts and liberal commissions, is an incentive which should interest any ambitious agent who wishes to make the most of his salesmanship efforts.

We would like to hear from several good men for important field positions

Inter-Southern Life Insurance Company
JAMES R. DUFFIN, President LOUISVILLE, KENTUCKY

The Companies That Stay Are the Companies That Pay

When a company has proven its staying qualities, as the Western Reserve Life Insurance Company of Muncie, Ind., has, the agent who desires to be a general agent can think favorably of that institution. Permanent success can only be attained through a permanent connection. The companies that stay are the companies that pay the representative in the long run.

WESTERN RESERVE LIFE INSURANCE CO.
J. H. Leffler, Acting President John W. Dragoo, Secretary Harry H. Orr, General Counsel
MUNCIE, INDIANA



George Washington Life Insurance Company

*A Definite Territory
A Liberal Contract
Low Premium Policy Contracts*

Opportunities open in West Virginia, Ohio, Kentucky, Tennessee, Virginia, North Carolina, South Carolina and Georgia. Address:

ERNEST C. MILAIR, Vice President and Secretary

SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, President

ROOKERY, CHICAGO

INSURANCE IN FORCE DEC. 31, 1921 \$37,100,961

Assets 4,442,069

Payments to Policyholders since Organization 3,727,743

Exclusive General Agencies for Minneapolis, St. Paul and Duluth, direct with the Company.

Openings for General Agents and Managers in Fifteen States

Address S. W. GOSS, Vice-President and Manager of Agencies

MAKING MONEY

That DETROIT LIFE Agents are making money is evident from the fact that during the first nine months of 1922 Detroit Life Agents wrote \$11,761,000 of new business in Michigan.

This is an increase of 43 per cent over the same period last year. In June, DETROIT LIFE Agents wrote \$1,808,000 of new business in Michigan.

There are some very fine agency opportunities with the Detroit Life, especially for experienced agents. Can also use a few part time men. Home office co-operation assures success.

M. E. O'BRIEN, President.

CALLS IN ASSESSMENT MEN

Arkansas Commissioner Seeks New Law to Regulate Concerns of That Sort in His State

LITTLE ROCK, ARK., Oct. 11.—On call of Commissioner Bullion, a meeting of representatives of all assessment insurance associations in the state is being held today in his office at the capitol to discuss proposed changes in the laws relating to these associations. Commissioner Bullion received notice from practically all the companies announcing that they will send representatives. There are about 30 domestic assessment corporations in Arkansas.

If those attending the meeting can agree on details, a bill will be prepared for the legislature embodying changes that will be of benefit to the policyholders and the companies also. Mr. Bullion said there has been some complaint on both sides, and he was gratified to be assured that there will be a full representation at the meeting. Mr. Bullion says:

The purpose of the meeting is to have a full, free and frank discussion of a bill to be introduced in the next general assembly, prescribing more fully than present laws do the powers, duties and requirements of this class of associations.

So far as this department is concerned, it does not have in mind any drastic laws to materially change plans of operation now in use, nor such as will force any association out of business. From our dealing with the public and members, however, we do see a grave necessity for some remedial legislation, if such is possible, not for the benefit of those that are honestly managed and give the membership a run for its money, but rather to close the gap that exists in the present laws making bad management possible and no remedy provided.

This department believes it sees fully the good these associations do among the members, and does not believe their operations should be hampered or impeded by a lot of drastic laws that would make their successful operation practically impossible. We do believe, however, that a get-together meeting of officers themselves, men who have had actual experience, in the operation of assessment companies, and a frank discussion of means and methods, will result in the preparation of a bill upon which we can all agree and then get behind in the general assembly and secure its passage.

Keene & Hoagland Rally

Agents of the Keene & Hoagland general agency of the Aetna Life of Peoria, Ill., belonging to the agent's \$100,000 Club held their annual convention and banquet in Peoria last week. John E. Keene, who is just commencing his 39th year as a manager of the agency, presided at the business sessions. Frank Bushnell, vice-president of the company, was present from the home office, and made one of the principal addresses at the banquet. The sessions were held on Friday and Saturday of last week. Business getting plans and problems of all kinds were discussed. At the banquet there were talks by Ben Bloch, president of the Peoria Association of Life Underwriters; F. D. Crawshaw, president of the \$100,000 Club; Frederick F. Blossom, president of the Central National Bank; John Hayes Creighton, pastor of the Second Presbyterian Church; Fred B. Mason, general agent of the company in Chicago, and Mr. Bushnell. W. H. Hoagland, associate general agent, presided at the dinner.

Hawkins to Midland Mutual

J. A. Hawkins, formerly supervisor of agents in the Northwestern department of the Lincoln National Life, has resigned to become manager of agencies of the Midland Mutual Life of Columbus, O. Mr. Hawkins will assume the duties of his new office Oct. 16.

George E. Bramer, general counsel for the Merchants Life of Des Moines, Ia., has been appointed judge of the district court by Governor Kendall of Iowa.

MODERN BUSINESS GETTING METHODS

Selling Points Brought Out in Carnegie Course and Their Applications to Actual Cases Outlined at Los Angeles Meeting

A NUMBER of novel and valuable selling suggestions were brought out at the October meeting of the Los Angeles Association of Life Underwriters in the series of five-minute talks on "The Most Valuable Idea I Received from the Carnegie Course," by students who attended the summer term of the school held in Los Angeles.

Present "Wants" to Prospect, Not "Needs"

The first speaker was Neil Nettleship of the Travelers, who stated that after taking the course he discovered that his former methods of salesmanship were faulty in many respects, and that the instruction had taught him to endeavor to present "wants" to the prospect, and not "needs." To illustrate, he said that formerly he would call on a young married man shortly after the wedding, congratulate him, tell him what a fine thing he had done, direct his attention to the great responsibilities he had assumed, and then remark: "Of course you want to buy some life insurance to help you take care of those responsibilities." Now, he congratulates the young man on his marriage, and says something like this: "Wouldn't it be a fine thing for you and your wife to have \$5,000 to spend when you arrive at age 55?" Then he pictures the desirable things that could be accomplished with that sum of money and explains how his contract will provide it, and if anything should happen to the insured the money will be paid to the wife anyway. He makes the prospect want the thing he has to sell.

Presenting Double Indemnity Provision

Further, he said that formerly in presenting the double indemnity he would remark: "Why this clause in the policy provides for the payment of double its face value if you die by accident." That did not mean anything to the prospect. The subject is now presented something like this: "Have you ever had a premonition that you might get killed in an accident?" And then he points out that accidental death frequently results in a greater loss to the insured's estate than death under other circumstances, because it is sudden and unexpected and often happens at a time when important deals are pending or are in a stage where death causes a loss of money already involved—and states that his company has recognized that fact and its policies provide for payment of double the face amount if death occurs from accident.

In presenting the educational policy he appeals to the prospect's pride in his children and his desire to assure them a college education. In conclusion, Mr. Nettleship said that as far as his needs are concerned, the prospect does not care a rap—it is his wants that interest him.

Physical Reactions to Psychological Phenomena

The next speaker was L. L. Archibald of the Mutual Benefit, who explained that phase of the Carnegie instruction that relates to physical reactions to psychological phenomena. In connection with this, he referred in detail to the strategy of the sales process and the necessary preparation for its effective use—pointing out the various features of the prospect's circumstances that would have a bearing in determining the proper strategic methods of conducting the particular canvass. Reference was

made particularly to the importance of acquiring information as to the things in which the prospect is interested, in order to properly direct and influence his impulses and emotions—90 percent of the success of the sales process depending upon the latter.

"You" Point of View Will Influence Sale

A. C. Duckett of the Northwestern Mutual directed attention to the common experience of a thorough but unsuccessful canvass of a prospect in which the subject is thoroughly covered and the policy contract explained in detail, but no interest in the proposition is created. This result he attributed largely to the character of the commodity that is being presented and the consequent necessity of centering the proposition on the bullseye of the prospect's interest—his needs and his wants, which are the most important things to him and the only things that will gain his consideration. If we can get a prospect's confidence and show him his needs and his wants, we can sell him. Reference to your wife, your little boy, your little girl, and your old age, in presenting the "you" point of view, will be of no little value in influencing the sale.

Insurance Yardstick Measures Prospect's Needs

Vernon H. Jenkins, field superintendent of the Occidental Life, stated that he was thoroughly impressed with the value of the Carnegie course in its en-

tirety, but that in actual experience following completion of the instruction, he had especially recognized the effectiveness of the use of the insurance yardstick in measuring the prospect's needs for this service and outlining a plan of protection to cover those needs—making a comparison of the needs in detail with the income, thus arriving at the amount of income to be assured after death to meet his post-mortem needs. Mr. Jenkins said he believed the use of this plan would lead to a more satisfactory renewal experience and also that it would be very effective in increasing the volume of production.

Modern Methods of Meeting Objections

This series of talks was concluded by Walter E. Mullineaux of the Equitable of Iowa, whose remarks were largely devoted to methods of meeting objections, which he considered were a help to every sale. In support of this statement he referred to the prospect who remains silent during the interview as the hardest man in the world to sell. Objections were characterized (1) as stumbling blocks to enable the prospect to get rid of the salesman; (2) as points raised by the prospect to ascertain if the salesman knows his business; (3) mere excuses; (4) real reasons. There are about 20 stock objections raised and the salesman should have an answer to meet each one. An objection should never be ignored, for if it is real the man making it will assume that it could not be answered. Properly handled, objections can be converted into buying reasons, or used to strengthen the salesman's presentation of his proposition. In closing, Mr. Mullineaux said: "To sum up the course we have had is to simply say to you that we are in a race between the undertaker and the underwriter, and we have to win the race."

he is about to propose. The man who lacks confidence in himself—in the completeness and the accuracy of the knowledge he possesses—is greatly handicapped and can hardly arrive at the positive and unwavering conclusions he will need in order to enable him successfully to close his sale.

Best Method of Presentation

Having arrived at his conclusion, before he again seeks his prospect the salesman still has a difficult problem to solve for it is now necessary to determine upon the simplest and most direct method of presentation in the form and in the language that will appeal most strongly to this individual prospect. It is a well known fact that the more perfectly and completely one has mastered a given subject, the more clearly and the more simply can he present that subject to a given individual or to a given audience. Great jurists and the great orators have, as a rule, been men of profound attainments, and they have used their deeper and full knowledge as a means of enabling them to prepare a plea or an address in clear and simple form, free from technicalities. Brevity, clearness and simplicity of presentation are essential for the highest success in life insurance salesmanship, and should be based upon the fullest and the most complete knowledge.

Oftentimes, even when the most thorough and the most careful preparation has been made, new angles will arise in the actual presentation, and then the full, the accurate, the broad knowledge of the solicitor will stand him well in hand. He will either know how to meet the new situation, or will have such confidence in his own strength and ability that he will not hesitate frankly to admit that he needs further time to study and consider the new angles in the case that have come out in the interview. There is little, if any, danger of his having weakened himself in the estimation of his prospect by having made such admission, but, on the other hand, the bigger the man he is dealing with, the greater the likelihood is that he will have strengthened himself by having made it.

In a word, self-confidence, based upon the fullest, the broadest and the most accurate knowledge possible, is indispensable to the success of the life insurance salesman.

CONFIDENCE AND ITS SELLING VALUE

E. N. COLEMAN of Davenport, Ia., general agent of the Connecticut Mutual Life, believes thoroughly in the selling value of confidence. In a recent contribution to his company's agency bulletin he calls attention to the convincing power of a positive, confident tone and manner when employed by one whose reputation is established for accuracy and reliability. If the buyer has confidence in the salesman, the work of the latter is greatly lightened. Mr. Coleman, therefore, declares that the important question for any life insurance salesman is to determine how he can attain the necessary expression of confidence in tone and manner, and how he can satisfactorily establish a reputation for accuracy and reliability.

Knowledge Is Power

Speaking further, Mr. Coleman says: The old maxim, "Knowledge Is Power," was never truer in any other profession than in that of life insurance salesmanship. "He who knows, and knows that he knows, is a king." Knowledge of the conditions and the needs of each individual client is an absolute prerequisite to the highest success, and it is equally necessary to know the underlying principles of insurance and of life underwriting as well as to know thoroughly and accurately every detail and every condition embodied in the proposition one is setting out to sell. In these days it is also essential that one should be recognized as an authority upon income and inheritance tax laws and decisions relating thereto, as well as upon laws and decisions that might possibly affect the interests or the rights of the insured or of his beneficiary.

Much of the necessary information

relative to the prospect and his own affairs must be obtained directly from him. This, however, is not at all difficult for the solicitor who can make it clearly evident that he knows just what information he wishes to secure from his prospect. Especially is this true if he adopts the plan of one of our company's most successful representatives and makes his first call one for the sole purpose of securing information that will enable him satisfactorily to determine just what proposition he may wish to present after he has gone back to his office and carefully studied the case. If the questions asked are few and definitely to the point, the solicitor has taken a long step in the direction of establishing confidence in himself and his ability to present a satisfactory proposition to fit this individual case, and he has also established a certain interest on the part of the prospect as to what that proposition may be.

Care and Skill Necessary

The success or the failure of the anticipated interview, based upon information thus obtained from the prospect, depends very largely upon the care and the skill used in the preparation of the particular proposition to be presented. It is at the solicitor's own desk that use should be made of all the technical knowledge he possesses of the business in general and of his company's propositions in particular. Thus he may work out clearly all the details in his own mind, and fully convince himself that he has chosen both the right policy and the right amount for his prospect to consider, and that he also has formulated the strongest possible reasons as to why his prospect should make the purchase

Estates Do Shrink

ONE of the most notable cases of the shrinkage of an estate through estate taxes is that found in the first account filed by the executors of the estate of Henry C. Frick at Pittsburgh. This estate had already shrunk through reduced market value of stocks and bonds to the sum of \$94,012,153 and on this total estate taxes had been paid to Feb. 9 of this year of \$9,402,307. The itemized federal and state taxes on this vast estate, which form an impressive argument for the selling of inheritance tax insurance, are as follows:

Federal estate tax.....	\$6,338,898.68
Pennsylvania	1,987,949.71
Kansas	353,887.04
West Virginia	329,925.00
New York	131,000.00
Wisconsin	117,023.44
Massachusetts	38,300.30
Ohio	29,432.77
Indiana	22,692.51
Illinois	20,140.88
Oklahoma	10,000.00
Kentucky	9,742.79
Michigan	9,368.38
New Jersey	7,919.25
Maine	2,855.37
Minnesota	960.41
Quebec	120.00
Utah	64.27
South Dakota	22.76
Colorado	1.00
Total	\$9,402,306.66

"Miracle" of Life Insurance

IN a recent laudatory article written by the editor of a magazine for salesmen, "How to Sell—and What," The Columbus Mutual Life Insurance company of Columbus, Ohio, was declared to be the "Miracle" of Life Insurance because of its success in reducing cost of insurance and building up its surplus and because of what it has done for agents—enlarging their opportunities and increasing their rewards. Other companies in time, the editor predicted, will be obliged to adopt the methods inaugurated by President C. W. Brandon. "The accomplishments of Mr. Brandon are the marvel of insurance men," he wrote. "They never thought it could be done. Now they are laying their tributes at Mr. Brandon's feet."

So great has been the demand for this magazine article that it has been republished in pamphlet form. The first edition of the pamphlet was quickly exhausted and a second issue has been published. A copy will be sent free to any one writing his name and address in the margin of this notice and forwarding to the Home Office, at Columbus, Ohio.

The Columbus Mutual system eliminates all "middle-men," general agents, supervisors, managers, etc. Great savings thus effected mean increased policy dividends and larger rewards for agents. The Company's agency contract includes such striking innovations as Vested Renewals and Unrestricted Territory.

Any life agent thinking of a change in connections will find it to his permanent profit to get in touch with the Columbus Mutual at Columbus, Ohio.

THE MIDLAND MUTUAL LIFE INSURANCE Company of Columbus, Ohio, an established, conservative, high-grade and progressive Middle Western Company, has been admitted to Pennsylvania and will thoroughly organize it at once.

General Agencies will be established at places where territories can be arranged.

Men of character may apply to their advantage and those with local acquaintance will be preferred.

Address Home Office.

This Is the Day of the Business Specialist



The Reinsurance Life
Des Moines

Indiana National Life Insurance Company INDIANAPOLIS, INDIANA

Splendid territory open in Indiana, Michigan and Illinois, for District and General Agents, who are capable of handling men.

Best Commissions and Renewals. Renewals once earned will be paid you or your estate. If interested in building for yourself, write

C. D. RENICK, President

ERNEST E. WEBSTER, General Agency Manager

PENN MUTUAL'S FINE SHOWING

Business for First Nine Months Is
\$11,000,000 Ahead of Same Period
of Last Year

PHILADELPHIA, PA., Oct. 10.—The Penn Mutual Life announces that its paid-for business the first nine months of this year totaled \$114,075,945, which is \$11,535,669 more than for the first three-quarters of 1921. Paid for business in September totaled \$9,758,572, as against \$9,216,389 for September, 1921. All months so far this year except January have shown increased business over the same month last year, the 1922 increases being: January, \$2,179,147; February, \$1,120,862; March, \$3,206,463; April, \$4,538,325; May, \$265,106; June, \$1,018,721; July, \$1,535,795; August, \$1,487,359; September, \$542,183.

It will be noted that April was by far the best month, in anticipation of the 75th anniversary month; May, which was the poorest on account of so many agents taking time off to attend the convention at the home office. The relatively poor showing for September is explained in one word, "vacations." Vice-President William H. Kingsley has set this year's goal at \$200,000,000.

The actuary's report for September shows a total of 343,456 policies in force Aug. 25, valued at \$1,138,014,368. There were 1,650 cancellations in September, or \$6,037,111, but new business replaced the cancellations and gave a net increase for the month of 807 policies for \$3,727,461. Total insurance now in force, 344,263 policies for \$1,141,741,829. Increase for the year from Sept. 25, 1921, is 9,858 policies for \$65,005,509.

Egan to Metropolitan Home Office

J. M. Egan, manager for the Metropolitan in Cleveland for a number of years, has been transferred to the group department in the home office. He was a large writer of ordinary and had the distinction of placing the first million dollar individual risk in his company. He was an active member of the Cleveland Life Underwriters.

M. T. Dowling of Utica, N. Y., has been appointed his successor as manager of the East Superior Avenue office at Cleveland.

Agents Use Current Articles

R. J. Whalen, manager of the Minneapolis office of the Mutual Life of New York, believes in keeping his agents posted on insurance news and questions. Each week the important items and articles in THE NATIONAL UNDERWRITER and other insurance papers are reported on at a conference in Mr. Whalen's office.

It is his theory that the insurance business of today is so highly specialized that every man engaged in it should keep thoroughly informed on all major questions involving the business.

Mr. Whalen himself tries to run through each issue of THE NATIONAL UNDERWRITER while it is fresh.

Hold School of Instruction

State agents for the American Life of Des Moines have been attending a school of instruction at the home office. W. R. Primm, state manager, has been in charge.



Provident Life Insurance Company

Bismarck, North Dakota

Insurance in Force, \$13,500,000

H. H. STEELE, President	F. L. CONKLIN, Secretary
C. L. YOUNG, Vice-President	H. B. BEACH, Asst. Sec. and Actuary
J. L. BELL, Treasurer	W. H. BODENSTAB, Medical Director

"THE COMPANY OF CO-OPERATION"

DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family!
Any plan, any age, either sex!

This is a service our men
appreciate these days.

If it appeals to you, write

HOME OFFICE
DES MOINES (R.T. Bldg.) IOWA

TERRITORY
IOWA SOUTH DAKOTA

Capable Policy-Placers

Can always find a satisfactory opportunity for work with this Company in good territory—men who can collect the premiums as well as write the applications. Why not make inquiry now?

Union Mutual Life Insurance Co.
PORTLAND, MAINE
Address: ALBERT E. AWDE, Supt. of
Agencies

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

The Penn Mutual Life Insurance Company of Philadelphia

On January 1, 1900, Rates Were Reduced and Values Increased to Full 3% Reserve.



THE GOOD SALESMAN KEEPS HIS POLICY HOLDER FULLY INSURED

Life Insurance Men—

A Contract with Our Company
will insure you a prosperous year

BEST COMMISSIONS—BEST POLICIES—WRITE US!

 **RESERVE LOAN LIFE**
INSURANCE COMPANY
INDIANAPOLIS, INDIANA. 



NEW HOME OF THE GREATEST ILLINOIS COMPANY

Corner Lake Shore Drive and Scott Street

Land and Building Owned and Occupied Exclusively by the

ILLINOIS LIFE

Admitted Assets, December 31, 1921.....\$19,413,846.72

Payments to policyholders and beneficiaries since organization 21,566,983.06

FIVE YEARS RECORD

	Year Ending Dec. 31, 1916	Year Ending Dec. 31, 1921	INCREASE
Interest Income...	\$ 620,562.65	\$ 991,613.43	\$ 371,050.78
Premium Income..	2,419,486.91	3,818,060.43	1,398,573.52
Admitted Assets ..	12,946,337.03	19,413,846.72	6,467,509.69
Insurance in Force.	80,280,589.82	136,485,045.27	56,204,455.45

ILLINOIS LIFE INSURANCE CO.

CHICAGO

James W. Stevens, President

GREATEST ILLINOIS COMPANY